

OLABOLUDELE O. SIMOYAN



THE 8th WONDER

O F T H E W O R L D

M A D E I N N A I J A

Foreword by Dr Christopher Kolade (CON)

THE 8TH WONDER OF THE WORLD

MADE IN NAIJATM

OLABOLUDELE O. SIMOYAN

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www.the8thwonderworld.com

THE 8TH WONDER OF THE WORLD - Made in Naiga

Published in Nigeria by:

Ore Publishers Limited

9/23 Atitebi Street (Mandilas Compound),

Off Apapa Road, Oyingbo, Lagos

P.O. Box 54503, Ikoyi, Lagos, Nigeria

Tel: +234 -1-774 2403, +234-802 312 8537

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ISBN: 978-077-326-6

EDITING - Yemaja Editorial Services

TYPESETTING - Bashir Olanrewaju

ILLUSTRATIONS - Gbenga Omiata

COVER & LAYOUT DESIGN - Cypress Hill Communication Ltd. Tel: +234-1-8166825, +234-803 306 8091

PHOTOGRAPHY - Original Intentions

Printed in Nigeria

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Foreword

The main reason that I can find for my temerity in accepting the invitation to write a foreword for this work is that I have been hugely impressed by the passion with which the author has approached her task. Olaboludele Simoyan presents herself as someone who believes that the challenges of our time have been created specially to fuel her determination, first to do something about them, and then to move her compatriots to some specific, immediate commitment to effective action.

In the Biblical account of Creation, Almighty God declares, at the finish of each work, that the result is “good”. In the case of man, He is so satisfied that He declares that the outcome is “very good”. So we have been made with a natural capacity for being very good, and for doing very good things. This natural capacity is expressed in our ability to tell good from bad, and our capacity for actually choosing good over evil. The normal human being also wants to enjoy the good opinion of others about himself, and knows that this does not happen unless other people believe that they should hold such a positive view. When we actually do something good (especially if it is acknowledged by others), we experience a feeling of achievement and satisfaction.

If all this is true, why is there so much contrary behaviour in our society at this time? Why has corruption taken such a strong foothold within the ranks of those who hold positions of responsibility? Why is it that so many of us – office holders or not – demonstrate such a high level of tolerance and acquiescence in the face of depravity and delinquency in high places? Why do we

find ourselves so ready to become accessories to the misdemeanours of so many of our ‘leaders’? Why is the greed for money and power now such a seemingly normal concomitant companion of accession to political and other leadership positions?

Olaboludele Simoyan illustrates the answers to some of these questions through the experiences narrated by some of her characters in the stories told in this publication. She points to the decay that has taken place in the values that our society cherishes; she alludes to the lack of contentment that drives people’s choices – the consuming desire to have more and more by those who already have lots and lots; the tendency to ignore the God-given goodness that we already enjoy while indulging our insatiable quest for the sourness and sorrow of stealing that which we really do not need!

No doubt our collective values have gone through many years of real brutalization, and most of us are quick to blame this on the ‘aberration’ of the period between 1966 and 1999 when our nation languished in the wilderness of military governance. Simoyan’s concern – and complaint – is that the ten years since the end of military governance have witnessed a further deterioration of the situation, and that the ordinary citizen is progressively losing touch with the reality that he must lay claim to his citizenship by taking a personal role in the repair job that is crying to be done! While Simoyan – understandably – castigates the generation of her countrymen and women who have brought post-independence Nigeria to this sorry pass, she is eager to energize members of the younger generation so that they will snap out of their acceptance of the status quo and fight the temptation to replicate the behaviour of their predecessors.

After some analytical thinking about our current situation in Nigeria, we are bound to identify with Simoyan’s position. Taking

only one example – our management of children in the years of their education and upbringing, we can readily see how good values have been turned on their head. If it is now normal to seek admission to tertiary institutions through ‘political’ influence instead of seeking to satisfy or exceed the examination requirements for entry, can it be a surprise that some of our children set out to terrorize their mentors through cultism rather than try to excel in the task of studying for which they became “students” in the first place? Are parents and their children not equally guilty of letting all this happen?

Olaboludele Simoyan soon turns her full attention to the younger generation – with good reason. Despite our often repeated commitment to our country through the words of our National Anthem; and in spite of our often intoned pledge “to be faithful, loyal and honest” and “to serve Nigeria” with all we have, the average child suffers through the real experience of a daily betrayal of the oaths which even our ‘leaders’ have sworn. One consequence of this is that we are steadily depriving the younger generation of their right - a country of which they should be proud - forgetting that it cannot be attractive to consider ‘dying for’ a country in which it has not been pleasant to live!

Simoyan’s real point, however, is that we can transform our country into “the 8th Wonder of the World” if we come awake now, and join hands in building a Nigeria that will offer its younger generation the opportunity to live and grow in a land that has all the potential to astonish the world with the true productivity of her eminent resources. It is a task to which she presses all of us, but especially the youth, the true “owners” of the challenges and opportunities of the future. Reading this ‘two-books-in-one’, we cannot fail to be struck by a number of important features:

- The author's comfortable familiarity with the language and idiom of her principal audience – the young people;
- Her evident passion and commitment to the cause of an 'improved' Nigeria;
- Her courage to "call a spade a spade" at every opportunity;
- Her rich suggestions for a positive and speedy return to the path of productive sanity;
- Her determination to be a living example of the kind of leadership that she wishes for her country.

Everyone of us, but especially the generation of emerging leaders, should read this work. We should not only read, but also create frequent opportunities for coming together to consider the author's suggestions and solutions, and finding practical ways of implementing them. Each one of us should be keen to take a personal hand in the building project of creating, in Nigeria, the 8th Wonder of the World.

Have a good read!

Christopher Kolade, CON
March, 2010

Dedication

To a generation of NEW NIGERIANS who will play their part
in building THE 8TH WONDER of the World.

Preface

This book is written for you - **THE NIGERIAN CITIZEN.**

This book will engage and enrage you.

This book is designed to make you wonder and ponder.

This book will challenge your basic assumptions about Nigeria.

This book will encourage you to defy the status quo.

This book will inspire you to ask the right questions at the right time.

This book will cause you to contemplate and cogitate.

This book will motivate you to take up responsibility and exercise leadership.

This book will be an adventure into the unknown that will excite you and ignite you. This book will provoke you and invoke in you the spirit of **THE 8TH WONDER!**

WELCOME TO THE 8TH WONDER of the WORLD!

In this book, the facts have been rearranged to enable us (Nigerians) to see a different picture of ourselves. That is the picture of a **GREAT NEW NIGERIA** in **THE 8TH WONDER** of the World.

For years I felt a burning desire to design and build a GREAT NEW NIGERIA.

I knew I was pregnant with a new vision for Nigeria but I was not quite sure how to get it out.

In 1996, I designed a graphic representation of the vision of the NEW NIGERIA that I saw in my mind's eye. I placed the vision on the wall in my bedroom where I would see it everyday. This helped me to stay connected to the vision over the years.

And from 1999, I started telling anyone who cared to listen that Nigeria would become THE 8TH WONDER of the World.

Over the last ten to fifteen years, I made it a habit to collect interesting books, magazines, articles, anecdotes and information about Nigeria (and other related issues). I somehow knew that I would need them someday. Well, that day came when I decided to write this book.

In 2005, I finally sat down to put my thoughts on paper. By the time I finished pouring out what was in my heart, I realized that I had given birth to several babies. Instead of just one book, I had written several.

This particular book in your hand is a WONDER and it will make you WONDER! There are two books in this one volume, two front covers and no back cover. To read the second book, you will have to turn the book upside-down.

The titles of the two books are:

1. THE 8TH WONDER of the World - MADE IN NIGERIA
2. THE 8TH WONDER of the World - MADE IN NAIGA

Reading this book will be an experience that will open you up to a new world of endless possibilities in building THE 8TH WONDER of the World.

You were born for a time such as this in Nigeria!

Have a GREAT DEAL OF FUN reading and creating the WONDER OF WONDERS!

PROLOGUE

*“Everything is created twice - first
mentally, then physically.”*

GREG ANDERSON



One



Today is 1 October 2020 and my name is Semako Sabzy Lengy. I am a twenty-five-year-old Naigese citizen. I was born five years before this new millennium. I would like to tell you a little about myself and how life is now in my nation, Naiga-Wondas. Our citizens are known as Naigese.

I am a mechanic by profession. And when I say ‘by profession’, I mean exactly that. I’m not a secondary school dropout who had nothing better to do and happened to become a mechanic as a last resort. On the contrary, I am a mechanic by choice because I discovered that I am brilliant mechanically. I love working with anything mechanical.

I enjoy fixing cars. I believe that I was wired by God, the Creator, to understand anything that is mechanical. As a result, I now always have fun working in my workshop.

I am licensed to practise and I have a state-of-the-art workshop which my bank financed using my house as collateral. I own my own home even though I’m just twenty-five years old. And I am not the only one who owns a house at such a young age. Most of my contemporaries own their own homes. This is so regardless of the kind of occupation they have. It is a standard thing here in Naiga-Wondas.

*“Proverbs are the
oil with which
words are eaten.”*

African Proverb



*“When so much
is given to a child,
he wonders if he
has been asked to
give it to someone
else.”*

African Proverb

Most of us have multiple streams of income and have been business entrepreneurs since we were teenagers. We were taught the principles of wealth-creation early in life.

The average eighteen year-old runs his/her own business. Almost every citizen who is eighteen years and above is gainfully employed, either fulltime or part-time.

Over eighty per cent of the senior citizens in our society choose semi-retirement instead of full retirement. They make use of their skills in their various communities. Some are appointed as adjunct teachers in the local schools on a part-time or voluntary basis. In addition, most of our senior citizens also become mentors to teenagers and young adults in their various communities.

A large percentage of our citizenry work in businesses or professions in consonance with their gifts, abilities and personalities. They solve the problems in the society that bother them most using their talents as tools of reformation.

By doing what they love to do most, they are able to provide an endless range of solutions to the problems they encounter. Our citizens are, in fact, purpose-driven. We must have the largest number of social entrepreneurs in the world.

Our corporations are also purpose-driven, with numerous bottom lines by which our society judges their performance. The multiple bottom lines include social, ethical, environmental, political, moral, information and financial. And they are all interconnected. The financial bottom line is just one of the many to look for in the annual report of any company incorporated in my country.

All over my nation every home has pipe-borne water, pipe-borne gas, and direct access to the internet and electricity.

I can proudly say that we have had over eight years of uninterrupted power supply all over the country. It's almost too incredible to believe but it is true and it's something we are very proud of. As a nation, we've come a long way from the UP NEPA days!

Our buses and other forms of public transportation are particularly comfortable. They are all fully air-conditioned as standard.

A network of good roads links up different areas of the country, enabling comfortable journeys to any destination. They are also well lit, making night travelling safe. We are now known as the hub of Africa on account of our first-class bus and train stations, and our seaports and airports.

The most amiable and helpful people you are likely to meet on our streets on any given day are our police officers. Their transformation from, *"Oga, anything for the boys?"* to who they are today is a real wonder to behold! Through their efforts, they have made our country one of the securest and least corrupt places on earth. As a matter of fact, we now have zero tolerance for corruption.

The stench of refuse on our streets has long since disappeared, and has been replaced by the sweet fragrance of flowers that fill the air as if one were in paradise. Now, one experiences a peaceful, serene atmosphere just walking down our streets during the day – and even more so at night.

The most wonderful thing about this positive social change that has occurred over the years is that I can now afford to buy anything I need for myself and my family.



“Even the smallest elephant is bigger than a buffalo.”

African Proverb



*“The python seeks-
ing assurance of
adulthood, mea-
sures his length
with the palm
tree.”*

African Proverb

And this is a privilege that all citizens of Naiga-Wondas enjoy. We have a strong economy and one of the most valuable currencies in the world. Our government is now an ICT-centred government.

Our resourcefulness has helped us create the world’s most dynamic electronic environment. The WONDER CHIP created by a group of Naigese teenagers (who used to be Yahoo-Yahoo boys) made all this possible. It is just incredible!

We just finished hosting the 2020 Olympics in the city of Calabar in Cross River State with the help of Vesiri Nuhu-Kanu. And we won the highest number of gold medals.

Calabar is now the most successful free trade zone in history. It is even more successful than Dubai.

Naigese are making waves all over the world. Joe Danjuma-Athavoesi, a Naigese citizen in his early thirties, just bought over Walt Disney Studios.

Another of our citizens is now the world’s most valuable football player; he is also the highest goal scorer in the history of the game. His name is Baaba Labesa-Kirikelio. We won the 2018 FIFA World Cup. And he was part of the team that helped bring the cup home.

Over half of the football players in the national teams of the US, UK, Canada, France, Italy, Germany, Russia and Japan were our citizens who naturalised some years ago in order to be able to play for the countries they now represent.

A few years back, some Naigese citizens bought Arsenal Football Club. Ever since then, Arsenal has consistently won the UEFA Champions' League.

The world's number one female golf player is Naigese. The most successful Formula One racing driver in history is also a Naigese.

These are just some examples of what our people are doing all over the world and there are still so many more!

Naigese are amongst the world's most influential people. Out of the world's 100 most influential people, eighty are Naigese.

In my opinion, it is a wonderful time to be alive! And I strongly believe that the best is yet to come!

As an adage says, *"No matter how bad a situation may be, it is always subject to change."* And that's what happened in my nation, Naiga-Wondas (that was once known as Nigeria).

About fourteen years ago, we launched our national vision and ideology. And it has been our guide through the years. It has inspired every citizen to become a living WONDER on our journey to GREATNESS. The launching of our national vision also helped to trigger what we call: The Second Revolution.

And now we are THE 8TH WONDER, GOD'S SHOWPIECE, and the envy of the global village!

Today, as a nation, we celebrate our 60th independence anniversary. We celebrate a phenomenon – Naiga-Wondas, THE 8TH WONDER of the World!



*"One does not
ignore a man
and walk into
his compound."*

African Proverb

*"When the flood
comes, new fishes
enter the river."*

AFRICAN PROVERB



Two

This is CNN. We have a special edition of Phenomenon Extraordinaire titled *“From Third World to Wonder World”*. This special edition will run everyday for a week. We will show you various changes that took place and the different aspects of the lives of the people from the nation that is now a phenomenon.

They are known as Kings without Kingdoms. Their influence permeates the entire global village!

They have become the voice of the 21st century, providing intriguing answers to global issues and challenges!

They have successfully acquired the Brazilians’ flair for football. And they are now three-time champions of the FIFA WORLD CUP!

They have the fastest growing economy with over eight per cent of their citizens being billionaires!

They definitely have an abundance mentality! The average eighteen-year-old in that country owns her own business! They have used technology to create abundant wealth for themselves. They give more of what they have to offer the world for less money in less time and with greater quality!



*“The hand of the
giver is always
on top.”*

African Proverb



*“Nobody tells a
dumb man that
it is raining.”*

African Proverb

This nation has become the investors’ sanctuary and a tax haven for many! And they also have the largest per capita trade surplus in the history of the world.

Information and knowledge have become the world’s greatest equalisers which the citizens of this country have taken full advantage of. They use the combination of intellect, imagination and intuition in a way that causes people to wonder!

They have what is now known as supernatural intelligence! They are ground-breakers inventing, discovering and creating WONDERS of all sorts!

This nation has produced a Nobel Laureate every year for the past eight years in a row.

- Dr. Tayo Finidi-Abalaka for medicine. He discovered the cure for HIV/AIDS.
- Dr. Hyelsinta Wanune, also for medicine. She discovered the cure for cancer.
- Prof. Preye Clark-Ovadge for promoting peace in the Niger-Delta region of Naiga-Wondas.
- Dr. Ify Wilcox Adobo-Mohammed for literature, the second time the country has won it. The first was Prof. Wole Soyinka.
- Prof. Aghogho Attah-Maku for chemistry.
- Prof. Anietie Ndalugi for economics. She created the economic concept that produced the E³ economy.
- Dr. Ayodele Aminu-Kano and Prof. Amina Uche-Udonquak, both for physics, but in different years.

It is interesting to note that five of them are women.

A car designer by the name of Peremobowei Toju-Akindele has also shown himself a worthy citizen by designing what is now known around the world as THE WONDER CAR!

Many young people from different countries queue up daily at this great nation's embassies just to get a visa to visit this land of WONDERS! These young people have heard so many amazing and intriguing stories about this great land of dazzling splendor and wonders that, now, they want to go and see for themselves.

This world power is the head of an international organisation called WONDER 8. The organisation has successfully improved the standards of living in all African and former Third World nations to the same level obtainable in any Western nation. In fact, some of these countries have a higher standard of living than the West. Naiga-Wondas has shown that it is indeed its brother's keeper!

What is especially intriguing about these people is that they are the most compassionate set of people you'll ever meet!

By now, you are probably wondering: Who are they? Who are these people? Who are these extraordinary men and women that now walk on planet Earth?

You'll know in just a minute! Stay with us, we'll be right back.

* * * * *

Welcome back.

This is CNN special edition of Phenomenon Extraordinaire titled "From Third World to Wonder World."



*“The duck says
there is a
difference in
royal steps.”*

African Proverb



Years ago, Bernard Siegal said, *“No matter what the statistics say, there is always a way.”* The citizens of this wonder nation have proved him right time and again.

In fact, fifteen years ago it was predicted that this same country would have disintegrated by this year, 2020. But, on the contrary, as we can now see, it has become a wonder to behold!

The strategies they used to become a developed nation simply don't add up, going by just the facts. It defies all the so-called theories of economic development. It is definitely the 8TH WONDER!

However, what is apparent is that they discovered what works best for them and they have applied it to economic development and nation-building.

They had a perfect vision of where they wanted to go.

They allowed themselves to imagine freely and were able to come up with many surprising alternatives. As a nation, they have designed an alternative political institution attuned to the needs of their society. It is called the G³ government.

It is also interesting to note that over fifty years ago, on 12 September 1966, at an ad hoc constitutional conference, their military head of state presented the possibility of a new political system. According to him, “This is an entirely new arrangement which will be peculiar to Nigeria (Naiga-Wondas’ former name) and which has not yet found its way into any political dictionary.”

And G³ government is exactly that!

*“Kind words do
not wear out the
tongue.”*

African Proverb

Some of the other surprising alternatives they have created in the process of nation-building are the E³economy, the H³education, the A³agriculture, the M³media, the S³society, the F³football/sports, the E³environment, the A³arts/entertainment, and the H³healthcare.

By now you should know who these people are. This is CNN. Stay with us. We are going to take a short break and we'll be back in just a moment!

* * * * *

And welcome back to this special edition of Phenomenon Extraordinaire, titled, From Third World to Wonder World.

Today's headlines in newspapers the world over scream:

- "Naiga-Wondas THE TAX HAVEN turns 60!"
- "Naiga-Wondas THE INVESTORS' SANCTUARY turns 60!"
- "Naiga-Wondas THE TRIGGER OF AFRICA turns 60!"
- "Naiga-Wondas THE 8TH WONDER OF THE WORLD turns 60!"

One particularly interesting headline reads, CAMEROON RETURNS BAKASSI TO NAIGA-WONDAS as a goodwill gesture to commemorate its 60th independence anniversary.

It's quite amazing, wouldn't you say? The citizens of Naiga-Wondas have redefined everything, both locally and globally. Their ingenuity has finally paid off in a positive way. They have successfully reproduced heaven on earth in their society.



*"A tree doesn't
fall in the forest
and kill people
in
their homes."*

African Proverb



*“He stretches his
hand more, he
who is asking a
favour.”*

African Proverb

Sorry, we have to interrupt this programme for some breaking news.
Stay with us as we go back to the CNN Center in Atlanta.

* * * * *

This is CNN Breaking News. A group of Naigese businessmen and women have just bought controlling shares in three multinational organisations. The organisations are Mercedes Benz, Microsoft and AOL Time-Warner, the parent company of CNN. Speculations are that this group of Naigese, under the name Naigacorp Plc, intends to buy up a total of at least eight multinationals listed on the New York Stock Exchange.

In case you don't know who the Naigese are, they are citizens of the Federal Republic of Naiga-Wondas, formerly known as Nigeria. The Naigese have done the impossible yet again!

We will bring more news to you as the events of the biggest acquisition ever unfold. Stay with us as we go back to our special coverage of this wonder nation of Naiga-Wondas on Phenomenon Extraordinaire! Back to you, Femi.

* * * * *

Thank you, Jane Lane.

This country, my parents' homeland, is indeed a phenomenon and an 8TH WONDER! It never ceases to cause people to wonder. They consistently have the WOW effect on people they meet all over the world.

This great nation was able to achieve all this in less than fifteen years using new development strategies.

It was able to quicken rural development through the decentralisation of government and energy, using microelectronic technology. They found a way around their energy crisis and now they use low-cost, non-polluting renewable energy.

To achieve decentralisation, the country was divided into many states with two federal territories - that is, the Federal Capital Territory in Abuja, and the Federal Niger Delta Territory.

Naiga-Wondas, without a doubt, is THE 8TH WONDER of the world. What has happened in this country in just a few years is impossible to explain. It is nothing short of a miracle!

Wonders have become an art for the Naigese and they have just painted their masterpiece in THE 8TH WONDER!

We'll be back tomorrow with more details on how the Naigese were able to become living WONDERS and how they built this mystery called THE 8TH WONDER!

That's all for today on this special edition of Phenomenon Extraordinaire titled *"From Third World to Wonder World"* on CNN. I am Femi Madu-Dan Fodio.



*"You don't climb
a thorny tree just
because you see a
monkey do it."*

African Proverb

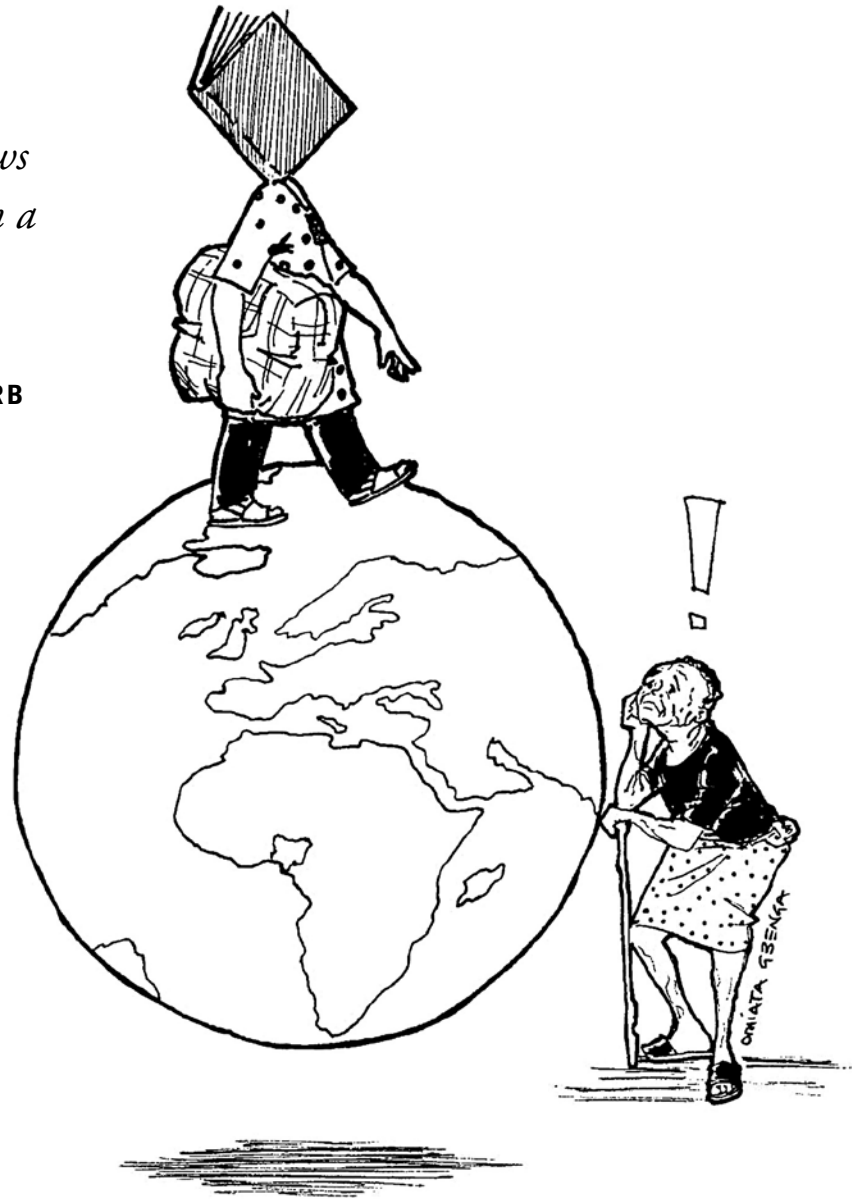
OUR VISION

“Basically, a nation is a brand. Branding is a wonderful idea which great nations embrace as a modern tool to make them attractive and instill a sense of worth and pride in their people.”

(THE GUARDIAN, 12 AUGUST 2004, EDITORIAL)

*"A traveler knows
much more than a
grey-headed
man."*

AFRICAN PROVERB



An Introduction and a Look at Some Attempts by Various Governments to Create a National Vision, Brand, Plan and Ideology for Nigeria



“Historicism is a term coined to designate two different although related notions. The first notion that there are in history certain patterns, trends or laws, which if discovered can enable the historian to predict the future.”

JEREMY WHITE

(TARIKH VOL. 6, NO. 1, ‘HISTORICAL METHOD’, P. 51)

“If a dream affords the dreamer some light on himself, it is not the person with closed eyes who makes the discovery but the person with open eyes lucid enough to fit thoughts together.”

MICHEL LEIRIS

“He who learns nothing from the past will be punished by the future.”

AUTHOR UNKNOWN

“A creditor prays for long life for his debtor.”

African Proverb



“Since we are a nation whose people easily forget, we need to illuminate the past so we could learn useful lessons for the future...”

OLUSEGUN ADENIYI
(THE LAST 100 DAYS OF ABACHA)

In this section we will create a national vision and national ideology for Nigeria.

We will apply some of the information from the other sections of this book to create our vision and ideology. It may seem as if one is repeating the same information; however, bear in mind that it is important for us to make the vital links and critical connections by applying the positive things we have learnt about ourselves in creating our future.

It is said that the proper application of knowledge is wisdom. What we are in essence doing in this chapter is to use wisdom to put the pieces of the puzzle of Nigeria together to form one cohesive picture.

This will enable us to see the right picture of ourselves and the right picture of our future. These pictures will help us create our national vision and national ideology.

In the history of our nation, we have had various attempts at creating national objectives, or a national vision and ideology from the first National Development Plan (i.e. post-independence) in 1962 to the Heart of Africa Project in 2005. And now we have the Vision 20:2020.

*“The water that
is meant for one’s
drinking cannot
be the one that
has flowed past
him.”*

African Proverb

NATIONAL DEVELOPMENT PLANS

Nigeria has had four national development plans since independence in 1960.

- 1962-68
- 1970-74
- 1975-80
- 1980-85

In *Nigeria: Development Strategy for the People's Economy* (1986), Arthur Nwankwo summarised the Second National Development Plan as follows:

To help Nigeria become:

- A united, strong and self-reliant nation
- A great and dynamic economy
- A just and egalitarian society
- A land full of opportunities and employment for all
- A free and democratic society recognising the cultural values of all ethnic groups

The tradition of a national development plan formally ended with the adoption of the Structural Adjustment Programme (SAP) in 1986 by the Ibrahim Babangida military government.

WAR AGAINST INDISCIPLINE

On 20 March 1984, the Buhari/Idiagbon military government formally launched the War Against Indiscipline (WAI) campaign at the Conference of the National Council on Information and Culture at the National Arts Theatre, Lagos. Major-General



*“Gradually an
egg goes on its
feet.”*

African Proverb



Tunde Idiagbon's closing speech at the launching of WAI is reproduced below:

"I regard it as a timely and welcome opportunity to address this closing session of the National Council on Information and Culture, the first since 1979.

Looking closely at the subjects discussed in your deliberations, I observe a concerted and serious effort on your part to contribute meaningfully towards achieving our goals, and I agree with you that no subject could be more appropriate to our situation today than national consciousness and mobilisation, particularly when one realises how the terrible evils of indiscipline, lack of faith and commitment, and corruption have eaten deep into the nation's fabric and rendered our country almost economically bankrupt.

You have examined other undesirable manifestations like greed, dishonesty, impatience, discourtesy, vandalism, indecency, brutality, armed robbery, tribalism, ostentation, selfishness, insensitiveness to filthy surroundings and many other readily identifiable ills of our society. I thank you all for a job well done.

In closing the meeting of your council, the theme of my 'take away' message to you is INDISCIPLINE - the bane of Nigerian society which we have all vowed MUST BE ERADICATED.

When we refer to discipline, many of us tend to believe that it should be confined only to the Armed Forces. Yet without discipline in the society at large, the country would degenerate into a jungle where respect for law and order is disregarded,

*"The tree that
produces good
flowers has
someone who
waters it."*

African Proverb

traditional norms and principles are cast aside, criminal tendencies find fertile ground to flourish, and a sense of insecurity of life and property haunts the citizens. Our society must never be allowed to degenerate into such a hopeless situation, a jungle where only the fittest can survive.

The battle to bring sanity to our society is, therefore, the battle to replace indiscipline with discipline. Military interventions in the political life of our country at different periods of our history were - to a large extent - motivated by a sense of mission to infuse discipline into all facets of our national life.

I have chosen this occasion and forum to speak to the nation through your media, on the need for discipline in our society, in view of the enormous influence and role that mass communication plays in re-moulding and re-directing national values and destiny.

State Information Ministries, Federal Public Enlightenment Machinery, the electronic and print media, all have a most important supportive role to play in the task of mobilising our people.

This nation possesses the human and material resources to achieve greatness. Therefore, my mission today is a simple one - to appeal to everyone of you from all the 19 states and Federal Capital Territory, especially those of you charged with the task of public information, to assist government in creating the right atmosphere for better understanding and mutual respect among Nigerians, thereby laying the foundation for the Nigeria of tomorrow where discipline, self-reliance, harmony, peace and national pride will prevail.



*“The forest
creepers, however
much it grows,
will never be a
tree.”*

African Proverb



“A fly comes to a town as a stranger but soon becomes the quest of a man with sores.”

African Proverb

In that task, I want you to bear in mind the need to emphasise self-discipline and leadership by example. Begin by drawing public attention to little but important everyday manifestations of indiscipline, such as:

- *Rushing into buses;*
- *Driving on the wrong side of the road;*
- *Littering the streets, parks and dwelling compounds;*
- *Cheating;*
- *Taking undue advantage of scarcity to inflate prices for quick monetary gains;*
- *Constituting ourselves into public nuisances;*
- *Working without commitment; and*
- *Devoting little or no time to the upbringing of our children.*

Up to this moment, there has been no formal declaration of war against indiscipline. It is my pleasure, therefore, to declare today the LAUNCHING DAY for the War Against Indiscipline, christened W-A-I (pronounced why) and in doing so, I charge you:

‘GO FORTH AND SHOW GOOD EXAMPLE: INSTILL IN THE MINDS OF OUR PEOPLE, THE NOBLE IDEALS OF NATIONAL CONSCIOUSNESS;

MOBILISE THEIR MINDS AND GEAR THEM UP TO A SENSE OF NATIONHOOD, PATRIOTISM, AND ABOVE ALL, DISCIPLINE, SO THAT WE CAN ALL

MAKE THIS COUNTRY A PROUD PLACE FOR EACH AND EVERYONE OF US.”

(ALI, 1985):

THE WAI AS AN IDEOLOGY OF MORAL RECTITUDE

It is noteworthy that, over two decades after, many of the issues identified in Idiagbon's speech are still prevalent in our society! WAI was regarded by most Nigerians as being successful in instilling discipline in Nigerians during that particular regime. Some of the long-term positive effects of WAI can still be seen in the queues at bus stops.

Unfortunately, the WAI campaign had two major shortcomings:

- Lack of continuity by the successive governments
- Too great a focus on indiscipline which invariably created a negative picture in the minds of many Nigerians, thereby producing an unhealthy self-esteem among the citizenry. The picture or vision we had of ourselves was the Undisciplined People's Vision – that is, an unruly, lawless, disorderly, ungovernable people. All these negative images affected our self-esteem.

Earlier on in this book, we observed that it is only our ability to focus and build on our strengths that will catapult us into greatness.

VISION 2010

During the Sani Abacha military regime, the Vision 2010 Committee was inaugurated on 27 September 1996. One year after, on 30 September 1997, the Committee submitted its report which covered all aspects of Nigeria's national life.

To implement the Nigeria Vision 2010 programme, the private sector on 11 February 1999 launched the Nigerian Vision Foundation (NVF). The NVF was to be manned and funded mainly



*“Good cooking is
a woman’s
sweet path to a
man’s heart.”*

African Proverb



“No matter how long or short the human neck is, on top of it must the head sit.”

African Proverb

by the private sector, with some voluntary assistance from government and international bodies.

The Vision Statement of Vision 2010

To transform Nigeria into a united, industrious, caring and God-fearing democratic society, committed to making the basic needs of life affordable for everyone and creating Africa's leading economy.

The Proposed Milestones of Vision 2010

- GDP growth rate of not less than ten per cent over the period 1998-2010
- Inflation rate of less than five per cent
- Balanced budget
- Fifty per cent local content factor input in oil and gas activities.
- All gas flaring to stop
- Share of education to be at least twenty-six per cent of budget (of which not more than fifteen per cent to administration and overheads)
- Complete/substantial self-sufficiency in primary/secondary petrochemicals production
- Agriculture and tourism to be major foreign exchange earners and large employers of labour
- Self-sufficiency in the production of food, drugs, manufacture of beverages, textiles and building materials
- Manufacturing to account for twenty per cent of GDP
- Diversification of foreign exports to include rubber and solid minerals

Objectives of the Nigerian Vision Foundation

- Spread and sustain Vision 2010 message and obtain buy-in
- Support the implementation of Vision 2010
- Build a constituency of informed opinion

- Ensure and monitor the attainment of Vision 2010 objectives
(Source: *Vision 2010*
- *Report on the launching of the Nigerian Vision Foundation*,
February, 1999)

Unfortunately for Nigeria, the Vision 2010 never saw the light of day. It was never implemented.

THE HEART OF AFRICA PROJECT

The Heart of Africa Project was designed to be a cohesive information programme for Nigeria's image management and economic progression. The logo and theme of the Heart of Africa Project were adopted by the Olusegun Obasanjo government.

Objectives of the Heart of Africa Project

- To ensure that the right information is received about Nigeria, both locally and internationally
- To reorientate Nigerians and promote national values
- To redefine Nigeria's image and inspire pride in the hearts of her people the world over
- To promote economic advancement and national progression through definite programmes
- To enhance the international perception of Nigeria, her people, her economy and the value placed on her products

PRIDE - Reorientation Programme

PRIDE is an acronym for Patriotism, Resourcefulness, Integrity, Distinction and Enterprise.



*“A man who
breaks a coconut
with his head
will not live to
partake of it.”*

African Proverb



PRIDE is the theme that was designed for the internal orientation aspect of the Heart of Africa Project. This programme was meant to:

- Be largely domestic in nature
- Promote wholesome Nigerian values, love of country and unity
- Inspire enterprise and purposefulness in Nigerians
- Motivate Nigerians to aspire, dream and achieve
- Network with critical institutions like the civil service, customs, police and immigration so as to actively promote through their work, the correct perception of the people and country

(Culled from *The Guardian*, 6 July 2005:
'10 Facts About The Heart of Africa Project')

To drive private sector participation, a core business support group was inaugurated on 25 January 2005 by President Olusegun Obasanjo. The Heart of Africa Project was mapped out to be a combined public and private sector effort.

VISION 20: 2020

The President Umaru Yar' Adua government has come up with the Vision 20:2020 which states that Nigeria will become one of 20 largest economies in the world by the year 2020.

From 1960 to date, the four national development plans (1962-68, 1970-74, 1975-1980, 1980-85), War Against Indiscipline (WAI), Vision 2010, the Heart of Africa Project and Vision 20:2020 have been attempts by various governments to create national plans, national visions and national ideologies for Nigeria, in the bid to propel our nation into greatness.

“However delicious the food one gives to a dog, it will still jump at a piece of bone.”

African Proverb



*“No one ever fails. They just quit trying.
Many of our greatest men tried and
failed so often they decided to quit - but
tried once more - and won.”*

AUTHOR UNKNOWN

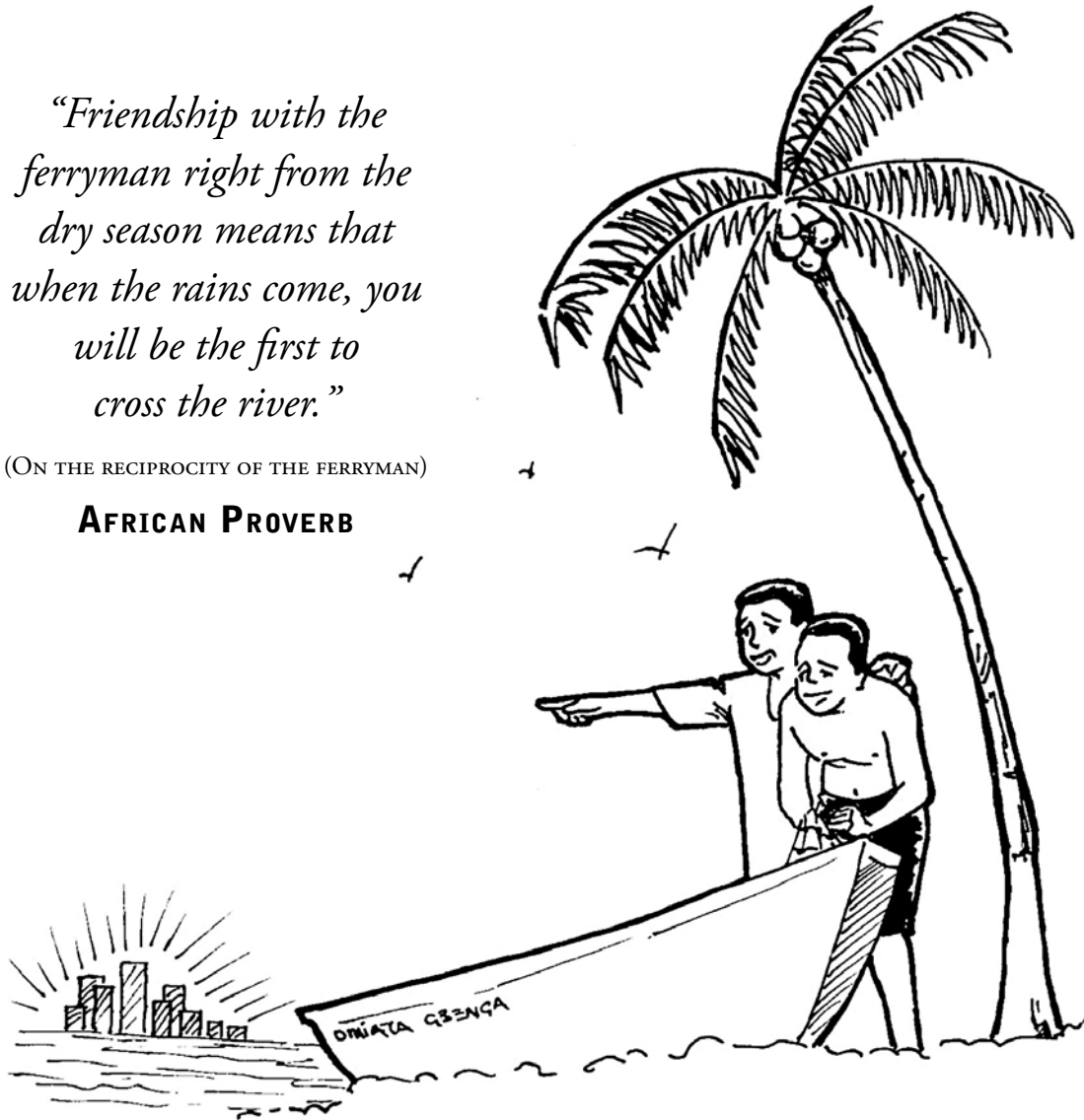
*“The bald head-
ed man has no
business in a
barbing salon.”*

African Proverb

*“Friendship with the
ferryman right from the
dry season means that
when the rains come, you
will be the first to
cross the river.”*

(ON THE RECIPROCITY OF THE FERRYMAN)

AFRICAN PROVERB



Positioning Our Nation: NIGERIA



“Our strength grows out of our weakness.”

RALPH WALDO EMERSON

“The future belongs to those who see possibilities before they become obvious.”

JOHN SCULLY

“We have lost our fire; we are like a burnt-out people, without dreams, without vision, without convictions and therefore without a sense of direction.”

PIUS OKIGBO

“I am an uncompromising believer in the vision of a greater Nigeria! I will exert myself to the utmost to help realise it. I will be steadfast in my resolve. And I will at all times, strive to share this faith with my fellow Nigerians, with as much humility, conviction and compassion as God will grant me the courage to have and expend.”

EX-PRESIDENT OLUSEGUN OBASANJO

*“Clever people
don't pick fire-
wood together.”*

African Proverb

In our world today, communication has become a major problem. There is just too much noise in the market place, making it difficult to hear and be heard.



*“The monkey
cannot be a fair
judge in the
affairs of the
forest.”*

African Proverb

With noise coming daily from the television, radio, cable, Newspapers, etc, we live in an over-communicated society and people are suffering from information overload. To cope effectively, people filter out most of the information coming in, which means the more information that is sent out, the less gets into the mind of the individual.

In *Positioning: the Battle for Your Mind* (1981), Al Ries defines the concept of positioning. He said: *“Positioning is an organised system for finding a window in the mind. Positioning is what you do to the mind of the prospect. That is, you position the product in the mind of the prospect.”* In the game of positioning, you look for the gold nuggets in relation to your product in the mind of the prospect.

What we call the gold nuggets, advertising people call the positions, the advantage, the hole, the cutting edge, etc. in the market place.

Positioning is not about creating something new and different; it’s about reorganising the ideas that already exists in the mind of the prospect and linking them up to create the desired effect. In essence, positioning is finding the gold nuggets in the dirt of over communication, melting and moulding them to create the kind of jewellery that will send out the appropriate message when properly adorned.

What we must understand is that the mind generally only accommodates that which complements previous experiences or knowledge. For the mind to accommodate new information, it must somehow relate to the old information that is already in the mind.

On the one hand, great positioning ideas are basically found by looking for the obvious; on the other, these ideas are not so obvious. This is because, as human beings, we tend to look for and see the complex and in the process overlook the obvious. That’s why the most difficult positioning concepts to recognise are the obvious ones.

I would posit that the complex tends to be more attractive than the simple because it helps to massage our intellect and egos, thereby making us feel like intellectuals. Thinking in the reverse is the key to positioning.

To create the vision for our nation, we must look for the solution (i.e. our gold nuggets) first inside the minds of Nigerians; then in the minds of the international community since they are also prospects of our new product, which is a great new Nigeria.

To position our nation accurately, we need to first start with the strongly held perceptions of our country. We must deal with what's already in people's minds; what they are willing and open to connecting with. We can't change what's in a person's mind but we can tap into it and use it to our advantage.

For example, Jamaica was positioned as *"The Hawaii of the Caribbean"*. Belgium was also positioned with an ad which read *"In beautiful Belgium, there are five Amsterdams"*. (Ries, 1981)

Another good example of positioning is Las Vegas, which is also known as Sin City. Joel Stein wrote an article, *"The Strip is Back"* in Time magazine (2 August 2004). He wrote: *"So now Vegas has reinvented itself again, returning to vice but sanitizing it by creating the biggest, nicest place to sin ever imagined, a Sodom and Gomorrah without the guilt. The town's logo: 'What happens here stays here' is complete camp. What happens in Vegas, in fact, is bragged about at home for months afterwards and home might be in America, Europe or anywhere else in the world."*

In 2003, Las Vegas had 35.5 million visitors. Vegas is also the fastest growing major American city. All this has happened as a result of positioning.



*"A child inspects
again and again
the spot from
where he once
picked a
treasure."*

African Proverb



*“A calabash with
a flat base needs
no support.”*

African Proverb

Here in Nigeria, Cowbell Milk was positioned as *“the affordable milk”* when it became the first sachet milk.

When Guaranty Trust Bank first opened business in the early 1990s, it positioned itself as *“the customer friendly bank”*.

Globacom came into the telecom industry as a wholly Nigerian-owned company, interested in giving Nigerians a good deal for their money. They were the first telecom company to start per second billing; MTN and Vmobile (now Airtel) quickly followed.

MTN has positioned itself as the largest telecommunications company in Nigeria and Africa with the most creative set of adverts.

In the electronic media, AIT has positioned itself as the largest African independent television station. Channels has been positioned as a news TV station and Silverbird TV as an entertainment TV station.

For us to successfully position our nation in the league of nations will require a major long-term commitment by Nigerians and our government.

When our nation is properly positioned and headed in the right direction, we will be able to surf the waves of change and quickly take advantage of opportunities that come our way in the international community.

So how can we go about positioning or repositioning our nation properly in the global village? And how can Nigeria prosper as a nation through skillful positioning in the global market place?

“I remain optimistic and persuaded that what we will live out will be a Nigerian transformation that will come to be celebrated as the ultimate triumph of the human spirit.

This triumph will come from more than just wishes that put beggars on horses.

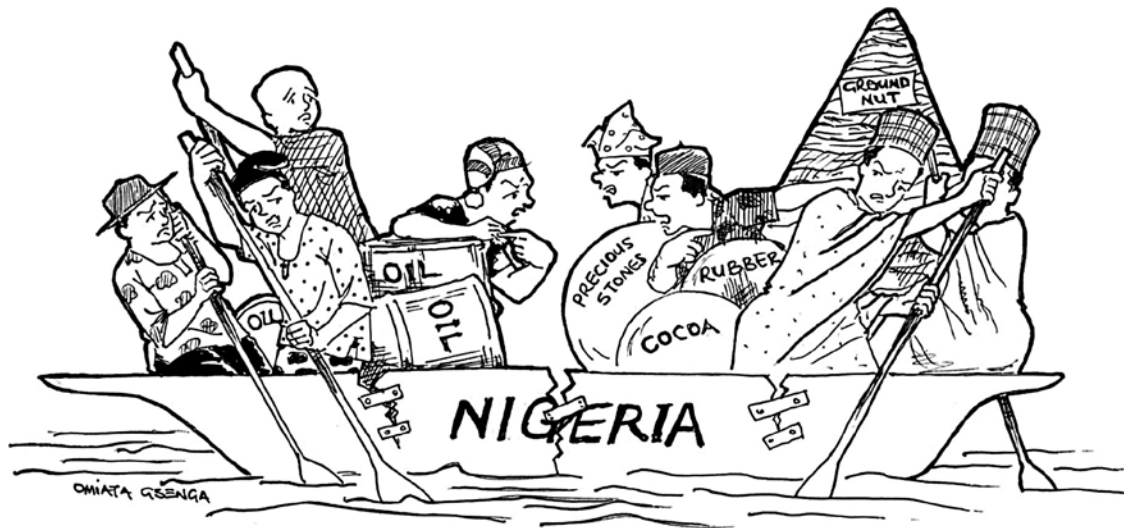
They will involve a mass movement for a values re-orientation, an ethical revolution that will see human life assume a high pedestal and the dignity of the human person assumes the centre place in the making of public choice and the private conduct of people in public life.”

PROF. PAT UTOMI
(THE GUARDIAN, 18 SEPTEMBER 2006, p. 65)



*“The more slip-
pery a bush path
is, the wider it
becomes.”*

African Proverb



*“The fact that snakes don’t move together in groups
is a disadvantage to their safety (especially in the
hands of human beings).”*

AFRICAN PROVERB

Unity - The Catalyst for Nation-building



"Nigeria should be divided like the fingers but united like a fist."

DR. NNAMDI AZIKIWE

"There is no force, however formidable, that a united people cannot overcome."

KWAME NKRUMAH

"The trouble as we all know is that while there may be unity of purpose in Nigeria, there is no equity in the unity of purpose, no agreement on the ends to be pursued. A rider and his donkey may have unity of purpose, the purpose being to convey sacks of grain from one point to another. But one of them is carrying both the sacks and the man on his back, while the man enjoys a ride astride the donkey."

ANTHONY ENAHORO

"Without that central magnetic force attracting and holding the desperate zones together, the Nigerian state is likely to remain a pack of loose cards liable to fly in all the cardinal directions at a simple toss by the wind."

CHIEF OLAYINKA SIMOYAN
(DAILY SUN, 28 MARCH 2006, P. 9)

*"The bat said
it knew its own
ugliness and
chose to fly by
night."*

African Proverb



*“It is better to
light a candle
than curse the
darkness.”*

African Proverb

UNITY is the catalyst for nation-building. Unity is strength! Unity is power! A catalyst is a person or a thing or a concept that initiates, triggers or produces change.

In almost five decades as an independent nation, we have all seen the results of disunity. It has been a story of crises, chaos and anarchy all over the country. A catalogue of some of these crises include: the Odi crisis, the OPC (Odua People’s Congress) crisis in Lagos, the Shagamu crisis and the Kano reprisals, the Kaduna/ Kano religious crisis and the reprisals in the south-eastern states, the Bauchi religious crisis, the indigene versus settlers’ crisis in Yelwa, the Plateau State crisis and the reprisals in Kano, the Tiv/ Jukun crisis, the Warri crisis, the Abuja Miss World beauty pageant crisis, the Niger-Delta crisis; to mention just a few.

The cost of each of these crises in terms of loss of man-hours and property runs into billions of naira, not to mention the loss of human life, which is priceless.

The price we have paid for disunity is ridiculous, unreasonable and outrageous. Individuals, who lost people dear to them (fathers, mothers, siblings, relatives and friends) as a direct result of any of the crises, will readily tell you that their losses could have been averted. These crises would not have occurred if only we were a united people, accepting that we share one destiny involving each of us playing our part.

It’s significant that we understand that unity is not uniformity. Uniformity is being the same in every way, looking alike, talking alike, walking alike, acting alike, dressing alike, etc.

What we want for our nation is unity in our diversity.

As citizens of this great nation, we need to be able to disagree without being disagreeable. As individuals we can differ in our ideas or opinions from other Nigerians, but we must respect the other person's right to also be different without it degenerating into a catastrophe.

Some obvious causes of disunity amongst us Nigerians are greed, selfishness and unbridled ambition.

In Nigeria today, when people see the results of disunity, the first question they ask is:, what's wrong with Nigeria? Meanwhile, the first set of questions we should ask ourselves is:, what's wrong with me? What are my own individual contributions (by commission or omission) to the disunity in my country?

If each of us honestly answers these questions and does something to fix our contribution, we would have solved one part of the disunity problem. Then, and only then, will we be in a better position to start work on solving other national problems by applying the "first within and then without" principle to the problem of disunity.

How do we create unity? How do we bring Nigerians together in unity?

The first thing we need to know is that there is always a place of agreement, no matter how dissimilar the individuals or their views may be. One just has to be a little more observant to find the place of agreement and key into it. We need to focus more on the areas we all agree on rather than majoring or making big issues of the areas on which we disagree.



*“Even a dog
doesn't forget the
person who has
been kind to
it, which is why
it wags its tail
when the person
returns from a
journey.”*

African Proverb



*“What the old
man sees while
sitting, a younger
one cannot see
even if he climbs
a tree. To get
wisdom get rid
of pride.”*

African Proverb

For example, you are in a room full of Nigerians. You can choose to focus on which ethnic group each person comes from, or you can choose to focus on the fact that you are all Nigerians with something great to contribute to our destiny as a nation. We need to build our nation by focusing on the eighty per cent we agree on rather than fight over the twenty per cent on which we disagree.

Unity is not void of conflict. It is said that unity is agreeing with your adversary while you continue to walk together. It takes maturity to do that. Your ability to walk in agreement is the true sign of maturity.

If you can serve, you also have the ability to create unity. A leader who lives his life approaching every situation with the heart of a servant will, like a magnet, attract people into his life. In the process, he will create unity in his sphere of influence while leaders who seek only prominence will repel people.

Carett Robert once said that, “*Service is the rent we pay for the space we occupy on earth.*” The major key to unity is service, so we must develop the ability to serve one another.

At this crucial time in our nation, it’s important for us as Nigerian citizens to learn to accept our various differences without creating mountains out of molehills, or generating major crises out of minor disagreements.

Through tolerance, unity can be achieved.

Longman’s dictionary defines tolerance as being the quality of allowing people to behave in a way that may not please one without becoming annoyed. We need one another in our quest to

build a great nation. Everyone has a part to play and we must all play it to the best of our ability.

Looking at our history from just before independence to date, Nigerians, as a people, have only come together in unity and agreement on three major occasions.

The first was independence. Just before we became an independent nation, our goal was to be liberated from Britain. Our founding fathers and all Nigerians were united on that. We were able to achieve our goal on 1 October 1960, the day the Union Jack was lowered permanently in our country and the Nigerian flag was hoisted. Unfortunately, our unity started and ended there as our leaders proceeded to play to the gallery by engaging in regional and tribal politics, which was the politics of their time. They had no clear-cut vision for Nigeria as a nation.

The second time was thirty-three years later on 12 June 1993. The goal was to force General Ibrahim Babangida out of office through the ballot box. On that fateful day, as a people and a nation, we stood united at the polls. This unity took place irrespective of ethnic group, religion, sex or age.

Chief Moshood Abiola was said to have won in nineteen of the then thirty states but General Babangida annulled the election just before the final count was announced. The result was to spiral us through a dark tunnel of chaos, crisis and calamity. The third time was immediately after General Sani Abacha's death. The goal of Nigerians was for a quick return to democracy.

We were united in the cause. Within less than a year, on 29 May 1999, an elected democratic government was sworn in.



*“It is not that the
fish doesn't know
how to swim.
It is death that
makes it to be
stiff.”*

African Proverb



However, different leaders at different times, consciously or unconsciously, tried to bring Nigerians together in unity and agreement vis:

- The Buhari/Idiagbon military government tried to force unity amongst Nigerians through WAI.
- The Abacha military government tried to unite Nigerians through VISION 2010.
- The Obasanjo government tried to use the Heart of Africa Project.
- And now the Yar' Adua government has come up with the Vision 20:2020.

A common goal or national vision creates unity of purpose.

Every great nation had a vision or national ideology that guided and inspired its people into greatness. It provided the binding agent that held its citizenry together in unity as the country grew and developed into greatness.

Occasionally, however, we Nigerians still stand in unity whenever the country is:

- Playing football, especially international matches
- Participating in sports internationally
- In a competition

During these occasions (especially when it comes to football) we Nigerians suddenly become patriotic prayer warriors and want to win at all costs - whether we deserve it or not, whether we prepared properly for it or not, whether we played well or not. All that matters is for our dearly beloved country to win. That's how patriotic we can get and how united we can stand when we really want to.

*“The crab avoids
a pasture in
which limbs are
squeezed.”*

African Proverb

The power of unity is the only thing that will enable us to launch into greatness.

When you examine other countries, you will see the power of unity and agreement at work among the citizenry.

- In Brazil: football
- In the United States of America: freedom, liberty and patriotism
- In Saudi Arabia: Islam
- In France: language and culture
- In Israel: providing a secure place on earth for the Jewish people

That is the power of unity! We can see that unity is one of the most powerful forces in the world!

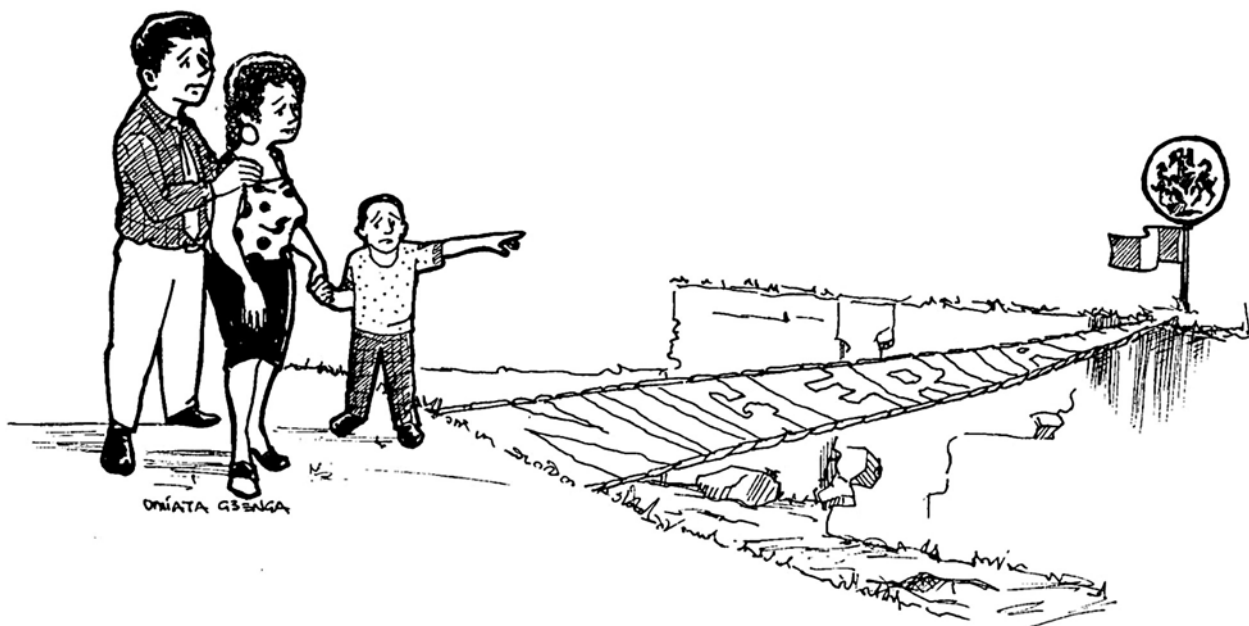


“I believe the greatest obstacle to Nigeria’s development is not only the corrupt political leadership, but also the ignorant and dubious elite we have. This group, to my mind, holds the vital keys necessary for social change, but it has failed to realise it; or rather using its power for primitive and selfish ends. Journalists and religious leaders have the power of mobilisation in their hands, and only need to direct their minds towards building a new Nigeria.”

JOHN IMO
(THE PUNCH, 15 NOVEMBER 2005, P. 17)

“You can’t sew a cloth under the moonlight.”

African Proverb



*“However well one treats a foster
child, he will one day ask about
his parents.”*

AFRICAN PROVERB



What's in a Name?

"A person with a bad name is already half-hanged."

AUTHOR UNKNOWN

"A good name, like goodwill, is got by many actions and lost by one."

LORD JEFFERY

"The invisible thing called a Good Name is made up of the breadth of numbers that speak well of you."

LORD HALIFAX

In *The Name's the Thing*, Henri Charmasson says, "A good name is a goodwill ambassador, with a promise."

He asserts that, "Effective names communicate character, personality and distinction. Distinctiveness is the watchword here; it's the single most important characteristic of any name." He also states that, "Beyond their work as identifiers, names have a more sophisticated job. They must conjure up complementary images or sensations in customers' minds through sounds and positive associations. Ideal names are an artful blend of impressions and meanings."

"Saying the truth is like splashing mud, whoever it affects should not be annoyed."

African Proverb



*“A child who
throws sand at
his playmate is
asking for
pebbles in
return.”*

African Proverb

When a woman gets married, she changes her identity by taking her husband’s name. She drops her father’s name to become Mrs Whatever in the bid to take on the identity of her husband, Mr Whatever.

A major catastrophe, changing trends, mergers or acquisitions etc. cause companies to also change their names, creating for themselves a new corporate identity.

The mergers and acquisitions that took place in the Nigerian banking sector is a typical example of companies taking on a new logo or a new name and image to reflect their new corporate identity. The new UBA and Diamond Bank are examples of banks that changed their logos and introduced campaigns to create a new corporate image.

Likewise, some of the old banks that merged have reappeared with new names such as Skye Bank, Stanbic IBTC Bank, Spring Bank, Unity Bank, etc.

At this point in the evolution of a great new Nigeria, our country is in dire need of a new name and a new image. Nigeria needs an image makeover, especially in view of the worldwide negative perception and also the way we perceive ourselves.

In “Roots”, Alex Haley’s non-fiction book (and film), a young African prince from The Gambia by the name of Kunta Kinte was imported by slave traders to the New World - the United States of America.

In those days, slave owners would buy a slave and change their name to give them a new identity - the identity of a slave. Kunta Kinte was bought and taken to a plantation where his slave master changed his name to Toby.

The only problem was that Kunta Kinte rejected the name because he still saw himself as an African prince. He wasn't about to let anyone take that from him. He was proud of his African heritage and identity.

His stance obviously constituted a dilemma for the slave master, who needed to get Kunta to understand that his identity had changed and that he was now a slave in the New World. The slave master could not afford to have an insubordinate slave on the plantation. That would spell trouble for him with the other slaves, which could lead to an insurrection.

The slave master eventually whipped Kunta to a pulp to get him to accept his new identity. Even though Kunta was forced into submission, the slave master knew in his heart of hearts that he had only succeeded in breaking Kunta's body, but not his spirit or his identity as an African prince. That is how deeply ingrained an identity can be. It has the ability to saturate your whole being – spirit, soul and body!

So, what's in a name?

A strong sense of identity is what's in a name.

For our nation to have the most positive and powerful impact on our people and the global community, our nation's image must reflect, not distort, reality.



*“Where a hyena
is the judge, a
goat will not get
justice.”*

African Proverb



“The monkey
and the gorilla
can claim one
family but we
know that the
monkey is the
monkey and the
gorilla is the
gorilla.”

African Proverb

*“I thank God, I do not want to sound im-
modest but I have had my own fair share
of travels and I can tell you that the more I
travel around the world, the more passionate
I become about Nigeria because believe me,
I have not seen - when I say it people think I
am joking - I have not seen very many places,
the gathering of the kind of competent people
that I see in my country. America has had to
import all kinds of human beings including
Nigerians to boost what it has. Europe has
done it everywhere: they required slavery to
get where they are. Now here we are, we are
not happy with all that God has done for us.
We do not have to enslave anybody but we
still have the opportunities.*



But let us realize that with the quality of men and women that we have now, we have a high moral responsibility and whenever opportunity provides itself for us to make our contribution, I will take it with two hands.”

REV. FR. HASSAN MATTHEW KUKAH
(INTERVIEW IN THE GUARDIAN, 27 FEBRUARY 2005, P. 25)

*“The river
drowns only
those that visit
it.”*

African Proverb



“Some people are like the sunlight, even though uninvited they light up people’s homes early in the morning.”

AFRICAN PROVERB

A Wonder to Behold!



“Discovery consists of looking at the same thing as everyone else does and thinking something different.”

ALBERT SZENT-GYORGYI

“It is important to state at this point that Nigerians are a wonderful people. But to get the best out of them one has got to show them love and responsibility.”

ORJI UZOR KALU

(SUNDAY SUN, 4 SEPTEMBER 2005)

“I believe in the interior. The inside-out brand. Branding has to start from the inside before it will move out. I believe that for us to brand Nigeria, we have to brand the inside.”

AUSTIN UDUENI

(DAILY SUN, 30 JANUARY 2006)

Nigeria is a paradox to many. They say we are one of the poorest countries in the world, yet at the same time the happiest people in the world with one of the world's richest varieties of mineral deposits in our land!

*“The earthworm
may be small
but it gets to the
well.”*

African Proverb



It is also said that we are one of the most corrupt countries in the world whilst also being one of the most religious countries in the world!

Economic laws that work with relative ease when applied in other societies just don't seem to work when applied in our society. We don't add up; we can't be boxed in. And we pull through when least expected. Whenever we decide to do anything, we always end up raising the stakes for good or for bad, for better or for worse. When it comes to Nigerians... anything - and I mean ANYTHING - can happen!

One can never predict what will happen where Nigerians are concerned. From politics to football, our country (courtesy of its citizens) consistently and continuously gives us shockers and wonders to behold daily in the theatre of the absurd, or the theatre of wonders!

An architect friend of mine, Simeon Oladokun, describes this peculiar trait in Nigerians in two interesting ways. He says:

- Whatever is happening, a Nigerian has to be at the centre of it (or be involved in some way or the other).
- If it is happening, a Nigerian must be at the centre of it all.

I once asked a young banker, Ekundayo Sonuga, to name a few interesting things about Nigerians. One of the things he came up with was this "happening phenomenon".

In his own words: *"Nigerians are a people who can make things happen when you think nothing can happen and nothing happens when you think something will happen."*

*"Nobody kills a
dog because it
barks."*

African Proverb

We even have a Nigerian expression that aptly describes this “happening phenomenon” or “wonder phenomenon”. It says “something de happen!” (meaning, something is happening – a surprise, a wonder or something unusual).

As a matter of fact, something always seems to be happening in Nigeria. Nigerians are always ‘happening’ somehow or the other. “Impossible”, “improbable”, “inconceivable” are words we Nigerians just take delight in defying everyday. If in doubt, take a trip to Lagos, the nation’s commercial nerve centre, and look at the way Lagosians (molue, bus/danfo drivers, okada riders, taxi drivers, car owners and pedestrians) mingle.

Sighting Nigerians on the move in Lagos will more than convince anyone that we love doing the amazing thing!

It comes so naturally to us. We just do these things impulsively. We have somehow acquired the knack for doing the unimaginable as a lifestyle.

Even internationally, we have a reputation for coming up with, and doing, the unthinkable. Nigerians are known for having the innate ability to find loopholes in almost any system! We need to take this creative energy that we have so often misdirected over the years and ingeniously channel it to work for our good. Dr. Reuben Abati of The Guardian newspaper once said, “*In this country, nobody ever knows what will come next.*” This is so true!

With a Nigerian, you just can never tell. However, you can always expect the unusual, the uncommon, the amazing, the surprise element and so much more.



*“The child who
calls the mother
an ugly woman
calls the father a
foolish man.”*

African Proverb



*“One should be
wary of the herb-
alist whose wife
trades in coffins.”*

African Proverb

No one has been able to successfully explain the Nigerian. Anybody who believes they are capable of decoding Nigeria and her people will (in my humble opinion) be claiming to be God. We are just an extraordinary bunch of people, one of a kind and a real wonder to behold!

Nigeria is a wonderland of sorts!

There are some synonyms of the word WONDER, which aptly describe Nigerians or the reaction other people experience when they interact with us. Some of these synonyms are: bewilderment, stupefaction, puzzle, miracle, amazement, astonishment, fascination, admiration, marvel, curiosity, awe, surprise, phenomenon, wonderment, etc.

What is a wonderland?

A wonderland is:

- A land of wonders (according to Webster’s Dictionary and Thesaurus)
- A land full of marvels (according to the New English Dictionary and Thesaurus)
- An actual place or scene of great or strange beauty or wonder (according to Collins English Dictionary and Thesaurus)

We may be a wonder and be full of wonders; however, there is a great need for us to increase the production of positive and beautiful wonders whilst terminating the production of negative, ugly and absurd shockers!

The way for us to do this is to tap into our essence and deliberately reproduce wonders daily at home, at work, at school, at play

- in every sphere of our national life and anywhere we may be in the world.

In doing this, we will become THE 8TH WONDER of the World – God’s Wonderland, or God’s Own Wonder, or God’s Wonder-piece! Remember that we are supposed to be the most religious people in the world, hence the God factor in God’s Wonderland, God’s Own Wonder and God’s Wonder-piece.



At this juncture, I feel obliged to give a brief history lesson about the wonders of the world. There are Seven Wonders of the Ancient World:

1. The Pyramids of Egypt
2. The Hanging Gardens of Babylon
3. The Temple of Artemis at Ephesus
4. The Statue of Zeus at Olympia
5. The Tomb of Mausolus at Halicarnassus
6. The Colossus of Rhodes
7. The Pharos of Alexandria

These are manmade structures that caused people over the years to wonder about how they were constructed without all the technology we have today.

We, the citizens of Nigeria, are going to do the impossible again by building THE 8TH WONDER of the World.

The main difference between the other seven wonders and THE 8TH WONDER is that the first seven are manmade physical structures, but this 8TH WONDER that we are going to build is a PEOPLE WONDER (and a PEOPLE MOVEMENT).



“Hope is a good breakfast but a bad supper.”

African Proverb



*“Sometimes the
rain might force
a man move
than once to seek
shelter under the
same tree.”*

African Proverb

Individually, each citizen will be a wonder-creating wonder and some of them will be 8TH WONDERS. Collectively as a nation, we will become a great wonder to behold – THE 8TH WONDER of the World!

Building THE 8TH WONDER will be fun, exciting, mysterious and adventurous. We will be operating in our own natural element.

Nation-building in our country will become an interesting game! Building THE 8TH WONDER will also become an exciting game that we can all participate in.

As we all know, games are fun to play. So, how can we turn building THE 8TH WONDER into a game we can enjoy?

Now start thinking.

Please write down your ideas. We are building this great new Nigeria together!

Some of our WONDER achievements in recent times as a nation include:

- One of the world’s largest black-owned businesses is run by Kase Lawal. (*The Punch*, 13 December 2005)
- The Dafinones, who hold the current Guinness World Record as the first and only nuclear family in living history to have six chartered accountants. (*The Guinness Book of World Records 2000*)

- Nkem Chukwu Udobi, who delivered the world's first live octuplets on 20 December, 1999 in Houston, Texas
- Chief Moshood Kasimawo Abiola, who bankrolled Uganda's economy for one year
- Fela Anikulapo-Kuti, who created a new kind of music now known as Afro-beat
- In 2003, the Nigerian stock market outperformed most major world stock markets. With a 58.24 per cent change in the Nigerian stock market, in US dollars terms, the market outperformed the American, British, French, German and Japanese markets. (Source: *2003 Year Review and Outlook Report* by FSDH / CTSL Research)
- Professor Wole Soyinka, who became the first black and African Nobel laureate in literature
- Nigerians are one of the most educated immigrant groups in the United States. This means more educated than the Korean, Chinese, Japanese, Indian and even European immigrants. (Onyeani, 2000)
- The church with the largest seating capacity in the world is in Nigeria - Faith Tabernacle, Otta, Ogun State with a seating capacity of 70,000.
- The pastor of the church with the largest congregation in Europe is a Nigerian by the name of Pastor Sunday Adelaja. The church is located in a predominately white country - Ukraine



*“The strongest
man in one
village could be
a lazy man in
another.”*

African Proverb



- The pastor of the church with the largest congregation in Western Europe is also a Nigerian by the name of Pastor Matthew Ashimolowo. The pastors of the largest church congregations in Jamaica, Italy, Ghana, Kenya and Tanzania are also Nigerians
- Nigerian doctors are the youngest set of physicians in the United States. Sixty-three per cent of them are under the age of forty. The average age of sub-Saharan physicians in the US is forty-three while forty-six is the average age for all American doctors. (*Human Resources for Health 2004*)

... and there is more from where all the above came. We just have to keep creating and producing the WONDERS that are in us already!

Just before the introduction of GSM phones in Nigeria, Vodafone did a feasibility study which concluded that setting up a GSM company in Nigeria would be unprofitable. So they backed out from buying a licence.

MTN is one of the two foreign-owned companies that bought a GSM licence. Now they are cashing in on their conviction and smiling to the bank. The rest is history.

Nigeria has one of the fastest growing telecoms sectors in the world! That is the WONDER factor at work!

Creating WONDERS is an art for us and we are about to paint our masterpiece in THE 8TH WONDER! JUST BELIEVE!!! WONDERS are us!

*"One does not
ask a cat to look
after his fish."*

African Proverb

*“When one has an identity...
life gets a lot simpler.”*

“Branding is simple. Branding is impossible.”

*“Success means never letting the competition
define you. Instead, you have to define your-
self based on a point of view you care deeply
about.”*

*“Branding reaches out with a powerful con-
necting experience. It’s an emotional connec-
tion point that transcends the product... A
great brand is a story that’s never completely
told.”*

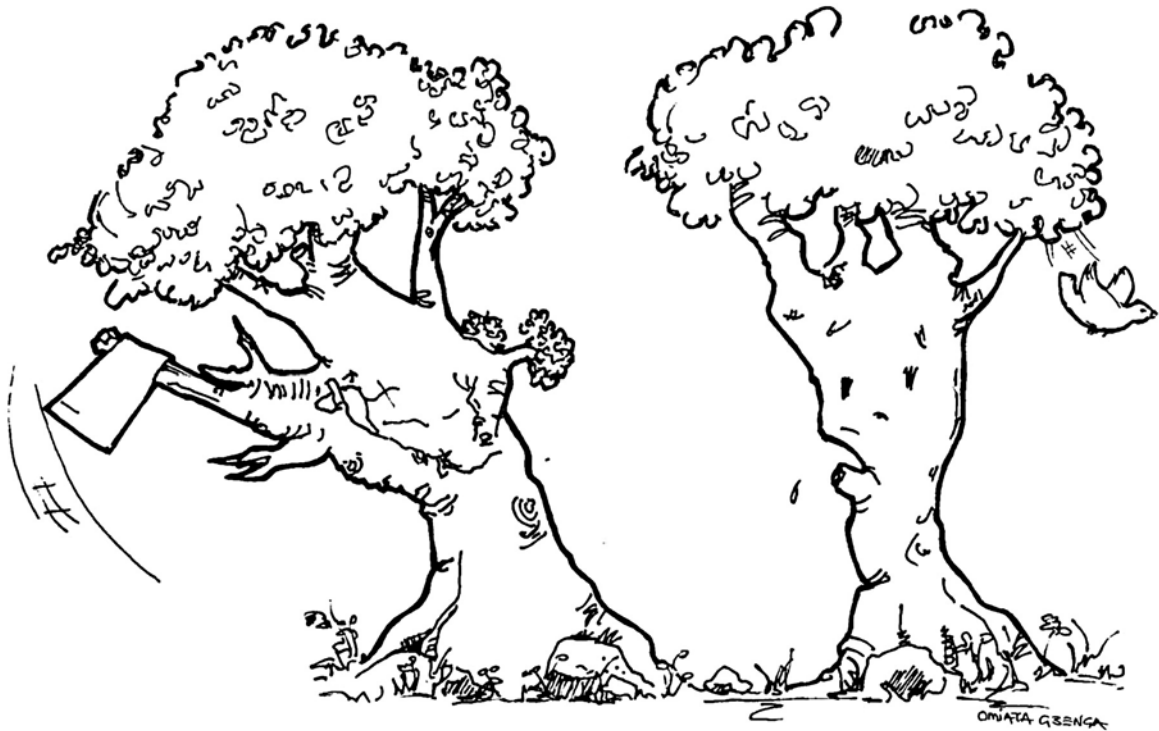
*“Branding is ultimately about nothing more
(and nothing less) than heart. It’s about pas-
sion...what you care about. It’s about what’s
inside – what’s inside you, what’s inside your
company.”*

TOM PETERS: TECHNICOLOR RULES...IN RE-IMAGE!



*“You gain inter-
est in only what
you invest.”*

African Proverb



*“The tree is felled with an axe
whose handle was made out of another tree.”*

AFRICAN PROVERB

The 9Gs™



“Nigeria is a beautiful country inhabited by the warmest and most exciting human beings on earth....”

DR. ANTHONY AKINOLA
(THE GUARDIAN, 25 JULY 2006)

“I am a Nigerian and I love Nigeria: There is no better country than Nigeria! Not even America, UK, Japan or Switzerland can be better for me.”

SONNI PHILIPS
(DAILY SUN, 20 OCTOBER 2005, P. 9)

*“I loooooove this country!
I loooooove Nigeria!
When you look through God’s eyes at the average Nigerian, I see BEAUTY! I see GLORY! I see the BEST set of people who ever lived on planet earth!!!*

*I see GIFTED PEOPLE!
I see a nation designed and packaged for LEADERSHIP!!!
There is no other country in Africa or in the world that looks like Nigeria. NOOOOONE!*

*“The fingers of a
person who has
only
nine are not
counted in his
presence.”*

African Proverb



*We are in a class of our own!
We have this unique drive,
And there is this ingenuity and this creativity –
Instead of using it to establish law and order we
use it to circumvent...*

*We are so smart we can beat any system.
But by the Grace of God,
As the citizens of God's Kingdom, we will teach
people in this country that systems are not de-
signed to be beaten; they are designed to make life
easy for everybody!"*

PASTOR SAM ADEYEMI

(EXTRACTED FROM THE *KINGDOM CULTURE* SERIES,
13 APRIL 2005)

The “9Gs” are a group of nine positive words that start with “G” that will be used to describe us as citizens of this country.

To unearth the 9Gs, some simple questions were asked. The following are some of the questions and some probable answers.

Question 1

The future of our nation is dependent on us. What can we do about it?

A probable answer

We must start first by looking for answers; by thinking inside-out, first within, then without, back-to-front, upside-down, etc. This requires that we search aggressively for the positive and good things about Nigeria in the least expected places.

*“Even the eye
that weeps still
sees.”*

African Proverb

Write your answer or opinion

Question 2

What are the things we have that we can use to our advantage?

A probable answer

We can use the gold nuggets that we have discovered about ourselves to our advantage.

Write your answer or opinion

Question 3

Is it possible for us as a nation to make the name “Nigeria” conjure up positive things in our minds and other people’s minds despite the worldwide negative perception of our country?

A probable answer

To make the name “Nigeria” conjure up positive things in our minds may become a mission impossible. It is said that a reputation once broken may possibly be repaired, but the world will always keep its eyes on the spot where the crack was.

As we build a new nation, we need to create a new name and a new identity. We also need to develop strong positive images that our people can buy into. These strong positive images must be sold to Nigerians, who will in turn sell them to the world.



*“If problems
were like mats,
people would
not mind spread-
ing them out.”*

African Proverb



*“The chameleon
says that he will
not alter the
dignified walk-
ing steps of his
forefathers just
because the
bush is burn-
ing.”*

African Proverb

Write your answer or opinion

Now, to generate those strong positive images, we will take the liberty of giving ourselves a new name.

Most of us call our country **Naija**. The new name we will give our country is **NAIGA** – spelt with a “**G**” instead of a “**J**”.

The G in NAIGA represents the “God Factor” and the “9Gs”.

A citizen of NAIGA by deduction is a Naigese. Naigese and 9Gs both have the same phonetic sound. Therefore, Naigese will also mean 9Gs.

A Naigese is 9Gs!

Anytime we call ourselves Naigese, we are essentially reminding ourselves that we are 9Gs.

A Naigese is the personification of the 9Gs.

To reposition Nigeria strategically in people’s minds, we must apply some of our gold nuggets. In applying our gold nuggets, we can proudly say:

I am from NIGERIA and
I’ve been CORRUPTED with the 9Gs!
And the 9Gs are:

I am a GENIUS!

I am a GOAL-GETTER!
I am a GROUND-BREAKER in whatever I do!

I am GOOD-LOOKING!
I am GREAT!
I am the GENUINE ARTICLE!

I am a GIFT!
I am a GEM!
I am the G-CITIZEN of the World!!!

The main motive behind the creation of the 9Gs is strategic repositioning. However, there are other motives that are just as important, such as to:

- Give us a brand new identity as a nation.
- Make us feel extremely good about ourselves, taking pride and having dignity in who we are. It is vital that we see ourselves in the right light for our self-esteem.
- Help us have a better understanding of who we are, and to appreciate and celebrate who we are.
- Be humorous so as to get people amused, or to get smiles or laughs out of them. After all, we are supposed to be the happiest people in the world.

The 9Gs were created from what we already are and what we want to become. In addition, some of our gold nuggets were extracted from the dirt of our bad image. Below are examples of some things used to create the 9Gs:



*“When a bird
is hit, its twitter
changes.”*

African Proverb



*“Patience may be
expensive but
it is worth-
while.”*

African Proverb

- One of the most corrupt countries in the world
- Credit card scams
- 419 (advanced fee fraud)
- Drug trafficking
- Our creative ability to circumvent systems by finding loopholes
- Our resourcefulness
- One time rated the happiest people in the world
- The most religious people in the world
- Fashionable and colourful people
- Our ability to be warm, friendly, generous and hospitable
- Our competitive spirit – especially in football and sports generally
- A leader in African affairs

Try this:

See if you can identify from the above list where some of the 9Gs came from.

Some other combination of the 9Gs:

A. I am GREAT!

I am a GO-GETTER!

I am a GENIUS at whatever I do!

I am GOOD-LOOKING!

I am GORGEOUS!

I am the GENUINE ARTICLE!

I am a GEM!

I am a GROUND-BREAKER!

I am a GIFT to my generation and generations to come!

B. I am a GENIUS!

I am GUTSY!

I am a GURU at whatever I do!

I am GOOD-LOOKING!
I am a GEM!
I am the GENUINE ARTICLE!

I am GIFTED!
I am a GROUND-BREAKER
I am GOD'S SHOWPIECE to the world!

C. Create your own 9Gs.

Always remember that the 9Gs are positive attributes.

The G-citizen of the world

*"If a man be gracious and courteous to strangers,
it shows he is a citizen of the world."*

FRANCIS BACON

One of the 9Gs is the G-citizen of the world and it's important to elaborate a bit on this particular 9G.

In recent times, there has been so much talk about globalization, its advantages and disadvantages. For us to play any meaningful part in the global village, we must take on a global citizen's mentality and become "global citizens" of the world.



*"We can't eat the
eggs and drive
away the birds
that laid them."*

African Proverb



The “G” in G-citizen can stand for any positive thing you want it to stand for. As we reposition Naiga for globalization, the first thing we can make the “G” stand for is “Global” so that G-citizen reads “Global Citizen”.

A Naigese, therefore, becomes a G-Citizen of the world, which is a Global-citizen.

As G-citizens, we are a dynamic set of people who will acquire the flair of the Brazilians for football, the expertise of the Jews, the industriousness of the Japanese, the taste of the French, the wealth of the Arabs, the rapidly growing economy of the Chinese, the worldwide admiration and respect that the Americans have and the 9Gs of the Naigese.

All the qualities we acquire from other nations will help reflect our true Global Citizenship.

What we say about ourselves and our country determines the direction our lives (and our nation) will take – for good or for bad, the decision is ours.

“No child pays
for his/her moth-
er’s milk.”

African Proverb

“I’m incredibly passionate about this nation [Nigeria]. I believe that without doubt, this is the greatest nation that God has ever created. No other nation has greater potential.”

FELA DUROTOYE

(NIGERIANS IN AMERICA, 2 FEBRUARY 2008)

“I am a Nigerian. I am a full-blooded Nigerian by birth and I haven’t seriously considered being anything else but Nigerian. I love Nigeria; I love the weather in this country because it’s just right for me. It’s a little of everything and none of it is extreme. It’s dry, it’s warm, it can be chilly, it’s sometimes wet but all put together the variety is great!”

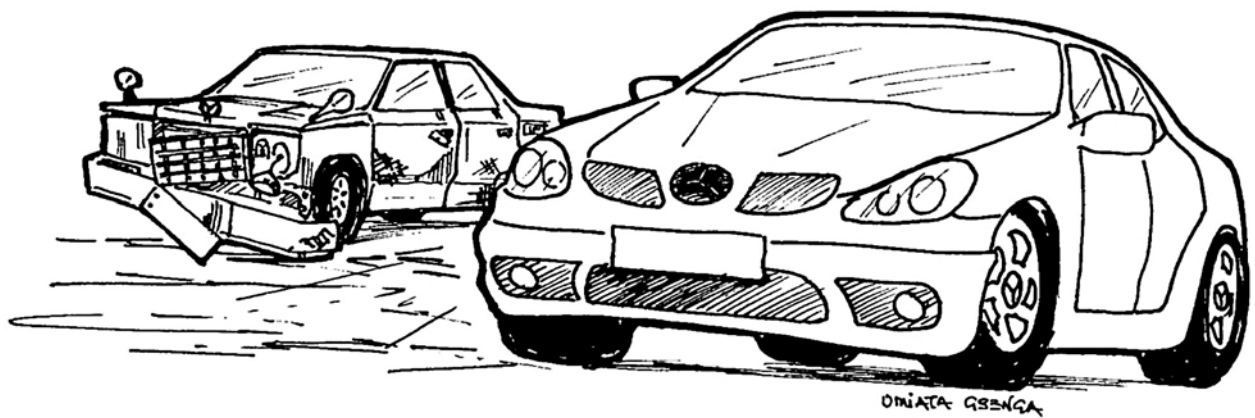
*“I love being a Nigerian, I’m passionate about Nigeria but in the same breath I tell myself that I represent a quarter of Africans and I must do well by the remaining 75%. Nigeria is the giant of Africa. Please, let’s challenge ourselves to lead by example...
GOOD EXAMPLE.”*

DR. BOLAJI OBADEYI
(PERSONAL FINANCE, VOL. 1, NO. 26, 13 SEPTEMBER
2006, P. 7)



*“An honest man
will not mistake
an emaciated
cow for his goat.”*

African Proverb



*“The duck says there is a
difference in royal steps.”*

AFRICAN PROVERB

A New Name, a New Identity and a New Image for Us All

*“If you don’t know who you are, you are living
someone else’s life.”*

MYLES MUNROE

*“A name is a goodwill ambassador with a prom-
ise.”*

HENRI CHARMASON

*“The farther back you can look the farther for-
ward you are likely to see.”*

WINSTON CHURCHILL

“Act like the person you want to become.”

BOB PROCTER

Nigeria is the name our country was given by the colonialist. Flora Shaw (who later became Lady Lugard) was the person who christened Nigeria, from ‘Niger area’. However, today the name Nigeria conjures up all sorts of unpalatable images in the minds of people both in the country and abroad. In the preceding chapter we took the liberty to rename Nigeria – Naiga.

Naiga is what we as Nigerians choose to call ourselves. It was coined from the name Nigeria. Nigeria means Niger area. Keep



*“A big cock will
not want the
small cock
to crow.”*

African Proverb



*“Even the small-
est tilapia has its
bones.”*

African Proverb

in mind: the Niger is the name of the largest and longest river in West Africa.

In previous chapters, we arrived at the conclusion that we seem to have the intrinsic ability to create wonders effortlessly. It is our first nature. We believe impossibilities into possibilities. With the above information, I am laying a foundation for the remaining part of this chapter.

Now, the average Nigerian pronounces the word “wonders” as “wondas”. Putting the words “Naiga” and “wondas” together we get **“Naiga-Wondas”**. “Naiga-Wondas” is purely Nigerian in every sense of the word. We can choose to call our nation “Naiga” or “Naiga-Wondas”. The choice is ours to make.

“Naiga-Wondas” means, “A river of wonders!”

“Naiga-Wondas”; A river of wonders, portrays the following:

- A nation whose citizens are wonders wherever they may go (flow) in the world. (Just like a river flows.)
- A nation of plenty, abundance; a copious flow of everything good. (Just like the water in a river gushes by with various forms of life in it.)
- A nation that easily adapts to change. (Just like a river is flexible.) In today’s world, the country that quickly and easily adapts to change will soon find itself the leader in the comity of nations
- A nation that consistently produces fresh ideas and solutions to improve life for its citizens and members of the global community. (Just like a river is a large natural stream of fresh

water constantly flowing into larger bodies of water, e.g. a lake or ocean.)

- A nation that is a ground-breaker and trailblazer. It charts a course of greatness for its people. It supports and sets an example for African and other Third World countries to follow. (Just like a river follows its course and supports other forms of life along the way.)
- A nation that is a rallying point for African and other Third World countries. A nation that unites them and serves as their spokesperson (mouthpiece) within the comity of nations. (Just like a river and its tributaries make their contributions to a larger body of water through its mouth that empties into a lake or ocean.)
- A nation whose people creatively channel their collective anger, energy and resources into a powerful motivator for greatness. They harness the power of anger and use it as an asset, which generates positive results for nation-building. The people use their energy to build, not to knock down. (Just like a forceful rushing river that has its power harnessed which enables it to produce enough electricity to light up a whole nation, like Kainji Dam on the River Niger.)
- A nation that has its source as God, which makes it “God’s Wonderland”. (Just like a river must have a source and its source determines its force and what it carries along as it flows to its mouth, emptying into the sea or ocean.)

How does Naiga-Wondas sound to you as a Nigerian citizen?
Does it enervate you?
Does it inspire you?



*“When an idol
becomes too
proud, it is
shown the tree
from which it
was carved.”*

African Proverb



Does it excite you?
Does it make you feel proud?
Does it give hope?
Does it bring out a smile?
Do you feel like running with it?
I sure hope so!

Fitting all the pieces of the puzzle of our nation together into a binding ideology and this is what we have:

Naiga – THE 8TH WONDER of the World (God's Wonderland).

Or:

Naiga-Wondas – THE 8TH WONDER of the World (God's Wonderland).

Simply put, this is who we are! This ideology does not try to make us into something we are not. Our national ideology helps to expose who we really are - the real us - so that we acquire a deeper understanding of who we really are. Searching through the dirt of our negative images, we have found the gold nuggets of who we are and we have been able to refine these into a great national ideology.

If you think Naiga-Wondas sounds strange for the name of our nation; here are some other countries with similar sounding names - Bahamas, Barbados, Comoros, Honduras, etc.

Citizens of Naiga-Wondas will still be known as Naigese, which also means 9Gs (i.e. the 9Gs of who we are). There are also other countries that have their citizens called by similar sounding names

*“No matter how
long it takes, the
stammerer will
still pronounce
‘BABA:’”*

African Proverb

as “Naigese”. They are Senegalese, Sudanese, Chinese, Japanese, Vietnamese, Portuguese, etc.

Many of us know about companies that changed their names but there are also many countries that have changed their names in the past.

Examples of such countries are:

- Ghana from the Gold Coast
- Zimbabwe from Southern Rhodesia
- Zambia from Northern Rhodesia
- Burkina Faso from Upper Volta
- Côte d’Ivoire from Ivory Coast
- Namibia from South-West Africa
- Benin from Dahomey
- Somalia from Somaliland
- Malawi from Nyasaland
- Tanzania from Tanganyika
- Sri Lanka from Ceylon
- Myanmar from Burma

We all know that it is only the Federal Government of Nigeria through the legislature that can authorise a change of name for our country. However, for the purpose of changing our destiny, charting a new course and creating a great future for ourselves we can start to call our nation Naiga or Naiga-Wondas, and we the citizens can call ourselves Naigese.

Our national ideology can be as follows:

- Nigeria - Building THE 8TH WONDER of the World
- Naiga - THE 8TH WONDER of the World (God’s Wonderland)



*“The honey bee
stings only the
one that
disturbs it.”*

African Proverb



“Whichever way
the moon shines,
it will not dry
up the leaves.”

African Proverb

- Naiga-Wondas – THE 8TH WONDER of the World (God’s Wonderland)

The above are all effective ways of branding our nation because it is the totality of who we are and what we represent as a people.

“A name promotes and protects a product and generates profit through goodwill when it is sold by the owner.”

HENRI CHARMASSON

“There is a generational transformation of leadership sweeping across the world, and Africa is no exception - cannot be an exception! With new leaders come fresh ideas, and fresh perspectives and new approaches to age old problems.”

LEKE ALDER
(GRIM WHITE GREEN, P.101)



“Success means never letting the competition define you. Instead, you have to define yourself based on a point of view you care deeply about.”

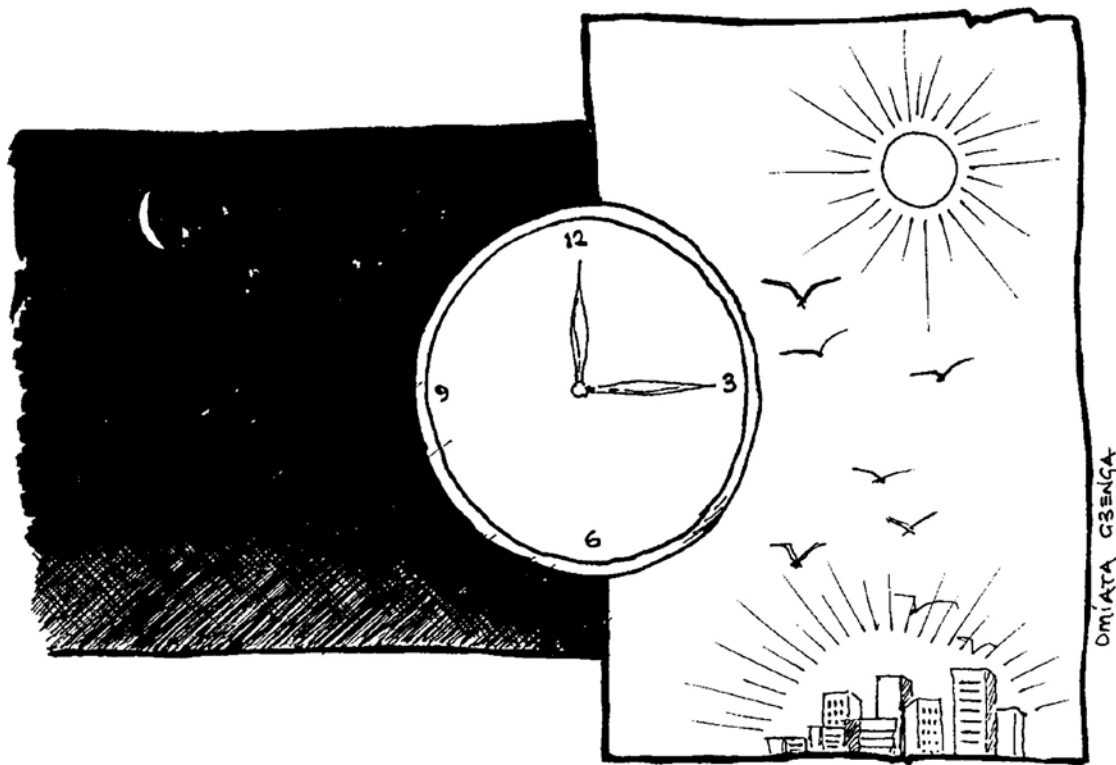
TOM CHAPPELL

My version of Tom Chappell’s quote is:

“Success as a nation means never letting the competition (i.e. other nations, the Western media, etc.) define you. Instead, you have to define your nation based on the point of view you care deeply about.”

“When a mother beats her child with one hand, she forgives him with the other.”

African Proverb



*"No matter how long the night wants to
stay, the dawn must surely come."*

AFRICAN PROVERB

Our Vision for Our Nation: THE 8TH WONDER VISION



“Where there is no vision, the people perish.”
PROVERBS 29:18

*“We must as a people define our interest. We must
as a people convince ourselves of that interest.”*
MFON OKON AMANA

“The problem is the foundation. We have pretended that the foundation of our nationhood is solid, and have carried on as if all is well. A faulty or shallow foundation will never support a good structure. We must begin to think about the foundation of the Nigerian State. Is it deep enough to accommodate our long-term structures? Is it wide enough to entertain our multifaceted interests and desires? These are questions our political leaders (military and civilian) have refused to answer today.”

SONNI PHILIPS
(DAILY SUN, 20 OCTOBER 2005, P. 9)

*“The matter that
children hide
from their parents
will
eventually be
settled by them.”*

African Proverb



*“A calabash of
palm oil is care-
fully
positioned while
the content is
still intact.”*

African Proverb

In *Built to Last: Successful Habits of Visionary Companies* (Collins, 1997), the authors defined vision, core ideology, core purpose, core values, envisioned future, Big Hairy Audacious Goals (BHAGs) and vivid descriptions. Applying the author’s definitions to our nation would read as follows:

Our national vision defines what we stand for and why we exist.

Our core national ideology consists of our core national purpose and our core national values.

Our core national purpose is our nation’s fundamental reason for being. It guides and inspires.

Our core national values are our nation’s essential and enduring tenets. They are a small set of timeless guiding principles that require no external justification; they have intrinsic value and importance to us, the citizenry.

Our envisioned future is about our dreams, hopes and aspirations. It consists of two parts - our ten to thirty-year BHAGs, and our vivid descriptions.

Our BHAGs engage our people - they reach out and grab us in the guts. They are tangibly energising, highly focused, our people “get them” right away; they take little or no explanation. Bold goals are also needed to give a nation the ability to continually reinvent itself over and over again, out living the original architect of the vision.

Our vivid description is picture painting our future with words. It is a vibrant, engaging and specific description of what it will be like to achieve our BHAGs.

We will put into practice and use these definitions to create our national vision and ideology.

Our Vision Statement

“To create an enabling environment which will allow each citizen release his God-given potential and use his talents to become the best he can be. And to be a dynamic set of people united in the purpose of building THE 8TH WONDER of the World on the strong foundation of love, godly character, integrity, wholesome family values, liberty, free enterprise, justice and creativity.”



Our Core National Purpose



Building THE 8TH WONDER of the World

As individuals and as a people, we will be of such indispensable value that people around the world will feel that our presence is necessary for the happiness and wellbeing of the global community.

Our Core National Values

Our core values are in the word “**WONDERS**”, which is an acronym for - Wholesomeness, Opportunities, Novelty, Dignity, Excellence, Responsibility and Service-in-love.

W - Wholesomeness

- Having a wholesome lifestyle (spirit, soul and body) as individuals and also as citizens of our nation.
- Promoting unity through teamwork will be highly encouraged.

Wholesomeness means being completely together. We will be completely together as a people tapping great strength from our diversity.

*“If you have not
travelled, you
will think
your mother is
the best cook.”*

African Proverb



*“It takes one
thief to identify
another thief.”*

African Proverb

O - Opportunities

- A land of opportunities - first of all for its citizens, then for others in the global community. Empowering the citizenry with entrepreneurial skills will be a fundamental right.

N - Novelty

- Encouraging novel ideas among the citizenry
- To inspire individual initiative, creativity and ability
- To encourage and champion innovative ideas

Novel is defined - a kind not seen before, fresh; new; original (*Collins English Dictionary and Thesaurus*). Novelty is the state or quality of being novel; new, interesting and unusual.

Synonyms for novel are: new, fresh, different, original, unusual, rare, unique, imaginative, unconventional, innovative, groundbreaking, trail-blazing, and advanced. (*Oxford Mini-reference Thesaurus*). These are words that we have shown are vividly descriptive of the Nigerian person.

D - Dignity

- Placing a high value on the life of each citizen
- Giving the people dignity by promoting nobility of character, worthiness and a sense of self-respect

E - Excellence

- Imbibing and exhibiting the spirit of excellence through creativity and dynamism in all aspects of our lives as citizens of this great land

R - Responsibility

- Exercising leadership and showing an exceptional sense of responsibility as individuals in our homes, in our various communities and in the society at large

S - Service-in-love

- Serving each other by developing the heart of a servant
- Having the spirit of patriotism by loving and serving our people and our nation

Our National Objectives

We will maintain our national objectives stated in our second (post-independence) National Development Plan since the objectives are still relevant to our present situation. The principal objectives are to establish our nation as:

- United, strong and self-reliant
- Economically dynamic
- Just and egalitarian
- Full of opportunity
- Free and democratic, recognising the cultural values of all ethnic groups

BHAGs

Where will we be in the next 10, 15, 20, 30 years?

- To be the world power best known for changing the negative perception of Africa (as being the Dark Continent), of the black race (as being cursed and backward) and of the Third World (as being underdeveloped) on or before 2020.
- To be a major player in the game of international politics. To score timely goals and beat all our competitors while playing by their own rules. After which we will change the rules, play a new game and then go on a winning spree.



“You cannot increase the quality of pork by feeding the pig just before slaughtering it.”

African Proverb



*“It is not wise
to cock a gun
to shoot a mosquito.”*

African Proverb

- To achieve our goals in all areas of nation-building on or before 2020
- To democratise the Internet. Every home in our nation will have direct access to the Internet. It will be as standard as having electricity or a TV.
- To also democratise the chicken so that by 2020 every home will be able to afford to eat chicken everyday if they so desire. (Do not worry about bird flu because it, too, shall pass.)
- To ensure every citizen willing to work will have a job or own a business by the year 2020

Our Vivid Description in Relation to the World

- We will give the world the greatest football players ever seen, the Peles of this generation
- We will also win the World Cup in 2014, 2018 and for keeps in 2022.
- We will host the Olympics 2020 and win the highest number of gold medals and the highest total number of medals (i.e. gold, silver and bronze)
- We will give the world powerful breakthrough ideas and products (especially in ICT) that will innovatively solve problems for people in our global village on, or before, 2020 to the wonder of the world. We will have the most empowered innovators the world has ever seen. These innovators will be the Thomas Edisions of their time.

- We will be the nation with the most friendly and most helpful police force in the world by 2020
- We will give people around the world things that will perpetually WOW them
- We will have a NAIGESE Cultural Centre in every major city in the world
- We will create one of the world's largest and wealthiest economies with inexplicable sustained economic growth
- A NAIGESE (i.e. the new Nigerian) scientist will discover the world's most remarkable cures for AIDS and cancer
- Some of our scientists will be the Einsteins of their age and they will be Nobel Prize winners for science
- We will have one of the world's most literate societies with the world's greatest authors and intellectual giants being NAIGESE. These citizens of ours will be the Wole Soyinkas of their time
- We will have the world's strongest sense of community, continuously strengthened through enduring family values
- We will produce the world's most profitable and vibrant music and entertainment industry. Our citizens, who will help create this vibrant entertainment industry will be the Oprah Winfreys of their generation.



*“When you look
at the face of a
baby, you
will think that it
will never grow
old.”*

African Proverb



*“A tree that hates
noise should not
produce flowers.”*

African Proverb

Our Vivid Description in Relationship to Africa and the Third World

With our nation setting the example, we will create in Africa and the Third World the following:

- Enduring democracies through young visionary patriots and leaders who will love and serve their people. They will be accountable, accessible and responsible to their people's needs and desires. These young people will be recognised as the Nelson Mandelas of their era.
- A full-blown “revolution of the mind” in our nation, in Africa, in the black world and other Third World countries. Our nation will be the model to copy. Our citizens, who will help create this revolution, will be the Martin Luther Kings of their time.
- The entrepreneurial spirit to spread like a bushfire amongst our people with a positive ripple effect on our economy, subsequently creating stupendous wealth for our people and other African and Third World countries. These entrepreneurs will be the Bill Gates of their time, especially in ICT.

Bill Gates is like a king without a kingdom (i.e. a ‘virtual’ kingdom) because his influence is felt not only in the US, but the world over. He influences the way we work daily. We will also become “kings without kingdoms” just like Bill Gates. Our influence will be felt all over the global village.

- The world's greatest tourist attraction. We will also help to attract more tourists to other African and Third World nations.

We will give enormous hope to our people, Africans and the people of other Third World countries through a common vision of spiritual, psychological and economic emancipation. It will be a major transformation from Third World to Wonder World nations!

Our Vivid Description in Relationship to Ourselves as Naigese Citizens

■ **The Naigese phenomenon (i.e. the new Nigerian phenomenon)**

As Naigese, we will be so proud to travel anywhere in the world with our passport because it will symbolise “THE 8TH WONDER PHENOMENON”. Our passport will open doors. We will command incredible admiration and respect internationally, just like the American passport currently accords the American worldwide respect (most of the time) when it is presented. Today, the American passport symbolizes the might of the superpower – the United States of America.

■ **The genius of the Naigese**

The NAIGESE will be recognised as experts, pacesetters and ground-breakers in every field of human endeavour, just like the Jews are currently known to be experts in diverse fields. The Naigese contribution to the advancement of humanity will be so remarkable that even the Jews will wish they were Naigese.

■ **The enterprising Naigese**

NAIGA will become a developed nation in less than half the time it took the Japanese. From the country’s ruins of World War Two, the Japanese became a developed nation within forty years after the war. Naiga will become a developed nation on or before the year 2020.



*“Some birds
dread water,
while the duck
sleeps on it.
Some men avoid
trouble while
others invite it.”*

African Proverb



*“It is God who
drives away the
flies for a cow
who has no tail.”*

African Proverb

■ **The dazzling splendour of Naiga**

The dazzling splendour of NAIGA and its people will make the expression “see Paris and die” an obsolete cliché. There will be a glorious, serene presence that visitors will experience once they set foot on our land.

■ **The G-citizen of the world**

The NAIGESE is the G-citizen of the world and collectively we make up THE 8TH WONDER of the World. We are a dynamic set of people who will acquire the flair of the Brazilians for football, the expertise of the Jews, the industriousness of the Japanese, the taste of the French, the wealth of the Arabs, the rapidly growing economy of the Chinese, the worldwide admiration and respect that the Americans have and the 9Gs of the NAIGESE.

All the qualities we acquire from other countries will help reflect our true global citizenship.

The totality of our vision when summarised looks like this:

- Nigeria is building THE 8TH WONDER of the World
- Each NAIGESE citizen (the new Nigerian citizen) is a WONDER creating WONDERS and 8TH WONDERS
- Each NAIGESE is 9Gs
- And all NAIGESE collectively make up THE 8TH WONDER of the World



“Nigerians must be made to have a sense of belonging as citizens. If we succeed in changing our attitudes individually and collectively, and become imbued with values that will make us proud to serve other Nigerians as best as we can in our various occupations and places of work, then we are on the way to building a true nation which all Nigerians and our future generations can truly identify themselves with.”

MAJOR-GENERAL DOMKAT BALI
(QUOTED IN: THE WAI AS AN IDEOLOGY OF MORAL RECTITUDE, 1985)

*“There is nothing which falls
that the ground
cannot
withstand.”*

African Proverb



*"The young elephant does not need an
oracle to know that it will grow very big."*

AFRICAN PROVERB

The Naigese Lifestyle and Culture



"You know, the Nigerian spirit when fired could perform wonders."

PRINCE ROTIMI AKAPO
(DAILY SUN, 2 SEPTEMBER 2005)

"That is true culture which helps us to work for the social betterment of all."

HENRY WARD BEECHER

"In Nigeria, everything and anything is possible."

HOPE EGHAGHA
(THE GUARDIAN, 31 JULY 2005, P. 51)

"Life in Nigeria remains interesting always in part because of the people's ability to laugh at themselves and force a joke upon every situation, no matter how gloomy."

DR. REUBEN ABATI

What we have done in creating the vision is to give our nation and our people a crystal clear self-identity.

We all know that:

- The Coca-Cola Company makes cola drinks
- Pizza Hut makes pizzas
- Disneyland makes "happy people"

*"Everybody sees
the moon from
his house."*

African Proverb



- Tastee Fried Chicken makes chicken
- Daystar Christian Centre raises role models
- Nasco Company makes biscuits
- Venezuela produces beauty queens
- Brazil produces great football players

What does NAIGA (the new Nigeria) make? NAIGA makes wonders and makes people to wonder daily!

When people visit our country or come in contact with us they must be filled with wonder and joy; they must marvel, be surprised and astonished by one thing or the other that we do and how we do it.

Regardless of who they are, which country they come from, what language they speak, what colour they are or what they do, they must wonder about us in a positive way.

Making people wonder and marvel is now our essence; it is who we are and what we do as NAIGESE (the great new Nigerian).

Every NAIGESE will feel proud to be part of this great nation, a nation full of WONDER PRODUCERS in their various areas of specialisation. We now are creating positive wonders.

The NAIGESE Guiding Principles

- Being **the answer** by doing the impossible, constantly providing uncommon answers to problems and giving the world powerful breakthrough ideas and products that will innovatively solve problems for people in our nation and the global village. We will do the common thing in an uncommon way (i.e. being the most influential nation in the world).

*“It is the cheek
that is near the
hand that can be
slapped.”*

African Proverb

- Being **God's showpiece** by using our creative energy (our gold nuggets – our abilities, skills, gifts, talents, etc.) positively in making continuous innovative contributions to our nation and the global community, to the wonder of humanity (i.e. being the most creative set of people in the world).
- Being **incurable optimists** by bringing sheer joy to millions through celebrating, promoting and elevating wholesome Naigese and African culture (i.e. being the happiest people in the world).
- Being **ground-breakers** (i.e. barrier-breakers, line-crossers, front-liners) by using our competitive spirit to beat our competitors in international football (and sports generally), politics, business, science, education, etc.; and setting new standards (being the nation with the greatest ability to quickly adapt to change).
- Being **living wonders** in our generation! Relentlessly producing “wonders” and creating the “WOW effect” by eating, drinking, dreaming, seeing, hearing, feeling, thinking, speaking, living and building THE 8TH WONDER of the World (being the nation that is known as God's Wonderland).

Naigese at home and in the Diaspora will now be able to share a common bond through our vision, our values, the 9Gs and our guiding principles. All these make up the Naigese culture or the Naigese lifestyle (i.e. the new Nigerian culture and lifestyle).

As a Naigese you can be from any ethnic group, any religion, be any age or sex - just as long as you believe in what we stand for as a nation, which is producing wonders.



*“No matter how
dark it is, the
cock knows when
to crow at
dawn.”*

African Proverb



Whatever you need to do to build THE 8TH WONDER of the World - do it! Just make sure you live up to our values and guiding principles.

Until you believe in yourself, you won't believe in your future.
Until we believe in ourselves, we won't believe in our future.

REAL Branding is...

Personal.

REAL Branding is about...

Integrity.

REAL Branding is about...

Consistency and Freshness.

REAL Branding is...

Memorable.

REAL Branding is a...

Great Story.

REAL Branding...

*Turns on the checkout clerk as much as
the consumer.*

REAL Branding...

*Matters (to employees, customers,
suppliers).*

REAL Branding answers

*“The bird that is
found in the nest
owns it.”*

African Proverb

...WHO ARE WE?
REAL Branding is...
Available to One and All...
Large and Small.
REAL Branding centres on...
Uniqueness and Dramatic Difference.
REAL Branding...
Clarifies One Great Thing.
REAL Branding is about...
Passion and Emotion.
REAL Branding is about ...
Why we get out of bed in the morning.
REAL Branding...
Can't be faked.
REAL Branding is...
Systemic, 24/7, all departments,
all-hands affair.

TOM PETERS (RE-IMAGINE)



*“The moon only
comes out as the
sun goes
to sleep.”*

African Proverb



*"The child who abuses
women forgets that his
mother is a woman."*

AFRICAN PROVERB

Rephrasing Our Negative Statements



“What you say is what you get.”

FRANCIS P. MARTINS
(HUNG BY THE TONGUE, 1979)

*“Words are more dangerous than bricks or stones.
They are more potent than pen or brush. Bones
they break not, but hearts they crush.”*

E.W KENYON

*“Words produce images inside you. By your words,
you can produce a failure image or a success im-
age. People are defeated in life because images of
failure have been painted in their hearts by the
words of their mouth.”*

CHARLES CAPPS
(HOW TO AVOID TRAGEDY AND LIVE A BETTER LIFE, 1980)

A study revealed that, on average, for every positive statement parents make in the home they utter eighteen negative statements to a child who is naturally inquisitive. That is an average of 432 negative statements per day.

The study also discovered that teachers have a 12-to-1 ratio of negative statements to positive ones to their students. Interestingly the

*“No other ani-
mal romances
the wife of the
lion.”*

African Proverb



*“It is not possible
to shave some-
body’s
head in his ab-
sence.”*

African Proverb

ratio of negative stories to positive stories in the American national media is 6-to-1, which is lower than the other two. (Thompson, 1992)

I taught for fifteen years in a seven-year old class in a children’s church. I was able to get incredible results from some of those seven-year olds. Some of them could recite all their Sunday memory verses for one year without making a mistake.

I found out that the secret to getting incredible results from people (whether young or old, black or white, Chinese, Senegalese or Nigerian) was to find the good in them and praise it and that is exactly what I did. Any little good thing those children did, I would recognise and praise. I gave them positive reinforcements for their efforts. This helped to develop their self-confidence; it also brought out the best in them.

I pumped them up with so much praise that they produced results over and above their peers and even those much older. A life coach consultant, Laurie Beth Jones, once wrote, *“People cannot perform in an atmosphere of criticism or fear”* (Jesus, Life Coach, 2004), which is what we have been trying to do in Nigeria. We have tried for years to grow in an atmosphere of criticism and fear. And it is just not working.

As human beings, most of us glow when showered with praise. If you have any doubt about this, go to a social outing (better known as “owambe”) and you will definitely be convinced that people respond positively to praise. People love to be appreciated. That is the way we were handcrafted and wired to function. Human beings respond to, flourish better and can produce extraordinary results in a positive environment and in an atmosphere of praise.

We have filled our society with too many negative words about our nation and about ourselves for too many years. Our words have been killing us.

We have been talking to the fool in the Nigerian and the fool has been responding with all the negative behaviour we see in our society. It is time for all that to change. We must now talk to the king (or queen, or prince, or princess) in the Nigerian so that the royalty in us will respond accordingly with order, good manners, courtesy and greatness.

The royalty in us will also respond by taking responsibility and exercising leadership in our society. For this to occur, we must change what we say about our nation and about ourselves. We need to start speaking positively about Nigeria and about ourselves.

Positive words must be allowed to permeate every aspect of our personal and national life. What you talk about consistently ends up growing and expanding in your life. Positive words attract positive things into your life; negative words attract negative things into your life. It is also said that what you talk about continuously ends up growing and controlling your life. It eventually takes on a life of its own.

It is of the utmost importance that we remember that our words paint vivid pictures in our minds. Let's create the pictures we desire through our positive words.

Below are some more examples of negative statements (words, expressions, comments, etc.) that we make as citizens of this country.

- The Nigerian factor!
- African time!



*“The one who
claps for the
madman to
dance is as in-
sane as the mad
man.”*

African Proverb



*“The person
who watches the
woodpecker
feels the head-
ache.”*

African Proverb

- A wasted generation!
- Country bad o!
- Country don spoil!
- Country hard o!
- I don tire for dis country self!
- I no like dis our country at all!
- E be like say God curse dis country!
- Nigeria don finish!
- Nigeria no get government!
- Nothing dey work for Nigeria!
- Na wa for dis country self!
- Nothing good can come out of Nigeria!
- Na corruption go kill Nigeria!
- Haba, in this country it can never happen!
- Hunger go kill person for dis country!
- We can never be straight in our dealings!
- You can't succeed in Nigeria without being a crook!
- All government officials are corrupt!
- Our government bad o!
- Egunje don spoil Lagos!
- Man pikin dey suffer o!
- Things bad! Things hard!
- I go die o!
- Nothing dey!

How can we rephrase the above negative statements into positive ones? How can we write new scripts for ourselves as citizens of NAIGA?

Write your ideas below

Listed below are various ways we can rephrase our statements into something positive, in line with our new vision.

What we have been saying

- The Nigerian factor (which is the embodiment of every bad thing about us)

What we must start saying

- The Naigese factor
- The 9Gs factor
- The WOW factor
- The G-citizen factor

They all mean everything good, great and wonderful about us and our nation.

What we have been saying

- African time (which means we are always late)

What we must start saying

- The 9Gs time
- The wonder time
- The golden goal time
- They all mean that we are always punctual.

What we have been saying

- Nigeria is the theatre of the absurd!

What we must start saying

- Naiga is the theatre of wonders!

What we have been saying

- A wasted generation (a generation that has no future)

What we must start saying

- The Naigese generation
- The 9Gs generation
- The wonder generation

They all mean a generation with a great and wonderful future!



*"A dead hen does
not know the
person who is
plucking its
feathers."*

African Proverb



*“If one tree falls
on another,
the uppermost
should be cut
away first.”*

African Proverb

What we have been saying

- Country bad o!

What we must start saying

- E go beta!

What we have been saying

- Country don spoil!

What we must start saying

- Dis country na real WONDAS, no be small thing!

What we have been saying

- Country hard o!

What we must start saying

- I know say God don enter dis country mata!

What we have been saying

- I don tire for dis country sef!

What we must start saying

- Dis country go beta!

What we have been saying

- I no like dis our country at all!

What we must start saying

- God love dis country no be small!

What we have been saying

- E be like say God curse dis country!

What we must start saying

- If e no be say God love dis country, things for don scatter!

What we have been saying

- Nigeria don finish!

What we must start saying

- Nigeria never finish, God dey do WONDAS for dis our country!

What we have been saying

- Nigeria no get government!

What we must start saying

- Government go hear our pikin cry and dem go do beta for us o!

What we have been saying

- Nothing dey work for Nigeria!

What we must start saying

- Na we go make Nigeria beta!
- Na for our generation Nigeria go beta!

What we have been saying

- Na wa for dis country sef!

What we must start saying

- Na real WONDA be dis country oh!
- Dis country na WONDA country no be small!
- Dis country na WONDA, WONDA O, WONDA WONDA O!

What we have been saying

- Nothing good can come out of Nigeria!

What we must start saying

- God go make dis country shine again o!

What we have been saying

- Na corruption go kill Nigeria!

What we must start saying

- God go catch all dem corrupt people for dis country! Dem go pay o!



“A wise child understands the eye signals of his/her parents.”

African Proverb



*“When the cock
crows at dawn
the lazy one
blames the
night for being
so short.”*

African Proverb

What we have been saying

- Haba, in dis country it can never happen!

What we must start saying

- Haba, na wa - this country na real GOD WONDERLAND O!
- Things go happen for dis country, dem go WONDA!
- Things go happen for dis country, dem go bow!
- Dis country de kampe!

What we have been saying

- Hunger go kill person for dis country o!

What we must start saying

- Plenty go dey for dis country yafu yafu, make you shine your eyes well well o!
- I know say country go beta!

What we have been saying

- We can never be straight in our dealing!

What we must start saying

- WONDAS dey for our body no be small!

What we have been saying

- You cannot succeed in Nigeria without being a crook!

What we must start saying

- God go catch all dem dem crooks for dis our country! Dem go know say God dey!

What we have been saying

- Our government bad!

What we must start saying

- God go make dis country and de government to shine again o!

What we have been saying

- Egunje don spoil Nigeria!

What we must start saying

- WONDAS dey scatter our country no be small!

What we have been saying

- Man pikin de suffer!

What we must start saying

- Dis country, na me and my pikin go enjoy am o!
- Na for dis country I go make am, wetin!?

What we have been saying

- Things bad!

What we must start saying

- E go beta! Things go beta!

What we have been saying

- Things hard o!

What we must start saying

- Thank God e don beta o!

What we have been saying

- I go die o!

What we must start saying

- I no go die nothing, dis country, we go all enjoy am together and e no go be small enjoyment o!

What we have been saying

- Nothing dey!

What we must start saying

- Plenty dey!
- WONDAS dey!
- GOD dey!



*“He who digs
a pit for others
must invariably
fall into it.”*

African Proverb



“If you look for the best in your employees, they’ll flourish. If you criticise or look for the worst, they’ll shrivel up. We all need lots of watering.”

SIR RICHARD BRANSON

My version of Sir Richard Branson’s quote is:

“If you look for the best in Nigerians, they’ll flourish (Nigeria will flourish).

If you criticise or look for the worst, Nigerians will shrivel up (Nigeria will shrivel up).

Nigeria needs lots of watering! Nigerians need lots of watering! We all need lots of watering. Let us give each other lots of encouragement daily, so that we can all flourish!”

“The throat that swallows chewed food does not know what the mouth suffers.”

African Proverb



“We will only reach excellence as a nation when we discover, understand and develop our strengths.”

OLABOLUDELE SIMOYAN

*“The bird which
builds a nest
with its
beak can destroy
it with the same
beak.”*

African Proverb



*“If the tongue was not clever, it would
not successfully live among the teeth.”*

AFRICAN PROVERB



Creating New Slogans for Ourselves

What you hear repeatedly you will eventually believe.”

MIKE MURDOCK

“What you hear is what you see and what you see is what you will do.”

BUDDY HARRISON

“What I confess, I possess! My confession gives me possession. Possession comes with confession. Possession stays with continual confession.”

E.W. KENYON

SOME NEW SLOGANS - NAIGESE SLOGANS

- Naiga! Wondas!
- Naiga-Wondas: THE 8TH WONDER!
- From Third World to Wonder World!
- Naiga-Wondas, God’s Wonder!
- Naiga-Wondas, God’s Wonderland
- Naiga-Wondas: THE 8TH WONDER of the World in the positive plus plus!
- Naiga-Wondas - God’s Showpiece.
- Naiga - God’s Own Wonder.
- Naiga - from Third World to 8TH WONDER!

*“A child may
have more new
clothes than an
elderly person,
but he cannot
have as many
rags.”*

African Proverb



*“However much
one pets a sleep-
ing child, she
will
look for her
mother when she
wakes up.”*

African Proverb

- Naiga-Wondas na God WONDAS!
- Naiga-Wondas, just dey start, dey never see anything bo!
- Naiga-Wondas, na us biko!
- Naiga-Wondas, haba we de kampe!
- Naiga-Wondas, na only us bo!
- Naiga dey! Wondas dey! Come see o!
- Naiga dey! Wondas dey! God dey for Naiga, come see o!
- Wondas de shele! Wondas de happen! Come see Naiga o!
- Naiga, God dey use us to make yanga make dem see o!
- Naiga, God dey use me shakara for people make dem see o!
- Naiga-Wondas na real helele!

Create some of your own Naigese slogans

*“We are attracted to the strongest im-
pression in our minds.”*

AUTHOR UNKNOWN



“... Nigerians are a unique set of people. No set of people are like Nigerians in the world. Nigerians don’t believe that something is impossible. We have this never-say-die attitude. If you tell a Nigerian that this is impossible, he will tell you, I know it’s impossible, how can we get round it?”

KWAME
(SATURDAY SUN, 25 AUGUST 2007, P. 34)

“Birds do not stay long on a tree that has no fruits.”

African Proverb



*"However dark the night, the hand
never misses the mouth."*

AFRICAN PROVERB

The Citizens' Oath



*"You can't keep people from doing wrong until
you keep them from thinking wrong."*

AUTHOR UNKNOWN

*"One person can't change the world but you can
change the world of one person."*

AUTHOR UNKNOWN

*"We are what we repeatedly do. Excellence, then,
is not an act, but a habit."*

ARISTOTLE

*"Great thoughts reduced to practice become great
acts."*

WILLIAM HAZLITT

The Great Naigese Citizen's Creed

I am 9Gs.

I am patriotic and loyal to my nation.

I wage war against injustice and evil.

I help establish discipline in our national life by fighting the vices
in the society.

*"You cannot
chew on an empty
mouth."*

African Proverb



*“Father is gold
and mother is
diamond.”*

African Proverb

I always respect constituted authority.
I live a disciplined life.
I always set a very good example as a leader.

I add value to the enterprise called NAIGA (i.e. the new Nigeria).
I talk about my nation positively.
I am a ground-breaker, barrier breaker, front liner and a line crosser in my nation and in the global village.

As I love and serve my nation,
I am always loyal to my fellow citizens.
I always believe in my fellow citizens.
I always expect the best of my fellow citizens.
And I always stand my ground in defending my nation.

My love for my people is forever, because
I am a great Naigese, rooted and grounded in love and service to my people and my nation.
Great and mighty things are happening in my life and in my nation.

I am a living wonder to my generation and generations to come.
I am a solution to my generation.
I dare believe that in my lifetime I will create an 8TH WONDER!
I dare believe that my nation NAIGA is THE TRIGGER of AFRICA and THE 8TH WONDER of the World!

Create your own Naigese Creed

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

THERON Q. DUMONT

“If the rat cannot flee fast enough, let it make way for the tortoise.”

African Proverb



Having Fun Building THE 8TH WONDER



"It's always fun doing the impossible." "If you can DREAM it you can Do it!"

WALT DISNEY

"If failure is not taking place, neither is innovation."

CHARLES "CHIC" THOMPSON

"Your creativity is stimulated by three factors: First, intensely desired goals; second, pressing problems; and third, focused questions."

BRIAN TRACY

Our desire to have fun building THE 8TH WONDER will involve thinking out of the box. One organisation we can learn from is 3M.

3M happens to be one of the world's most innovative companies. Their modus operandi, as Jim Collins states in *Built to Last*, is, *"When in doubt, vary, change, solve the problem, seize the opportunity, experiment, try something new (consistent, of course, with the core ideology) - even if you can't predict precisely how things will turn out. Do something. If one thing fails, try another. Fix. Try. Do. Adjust. Move. Act. No matter what don't sit still."* (Collins, 1997)

"When an elephant falls, meat is sure to be surplus for those who follow the hunter."

African Proverb



“Nobody teaches
the thief how to
run.”

African Proverb

This *modus operandi* encapsulates the kind of spirit we need to imbibe as we have fun building THE WONDER OF WONDERS.

The staff of 3M are encouraged and expected to get involved in creating innovative products for the company. Every technical staff at 3M is entitled to spend fifteen per cent of their time (at work) in creating new products on their own initiative.

‘Do something about it’ has to become one of our national slogans. We ought to be ever ready to keep doing something about it until we discover what works best for us as a people and as a nation. That is what the spirit of the NAIGESE (9Gs or the new Nigerian) is made of.

If we develop a hunter’s attitude (he is always looking for game) to problem-solving it will help us unearth interesting, innovative ideas which will be useful in moving our nation forward. As citizens, it is necessary for us to learn how to exercise our individual initiative whilst working as members of the WONDER team.

The results will be far-reaching when our nation consciously becomes a WONDER-filled environment. This kind of environment will allow for the incubation and birth of innovative ideas. It will also encourage the free flow of creative ideas among the citizenry.

In *Become Who You Were Born to Be*, Brian Souza has this to say about our attitudes: *“Our attitudes are the lens through which we view the world.”*

Maintaining an attitude of change will also be crucial to our ability to be receptive to new ideas as they come up and are woven into our national fabric.

The three WONDER phrases below can be used as a guide to enable us to come up with FUN ideas that we can put to use in building THE 8TH WONDER.

- If it ain't WOW
it ain't NAIGA.
- If e no be WONDA o!
e no be NAIGA o!
- Nobody ever knows what Nigerians may come up with next!
And neither do they!!!

We are duty bound as citizens to remember that we are a wonder to behold, creating wonders whilst having fun building THE 8TH WONDER of the World. This has now become our higher purpose.

The various ways you can have fun building THE 8TH WONDER and the other things you can do (or need to take note of)

In our journey to GREATNESS in this book, we have used what we have to create what we need and that is what we ought to continue to do. As we all participate in nation-building, each of us will have a greater sense of belonging to our nation and THE 8TH WONDER project.

THE THINGS TO DO

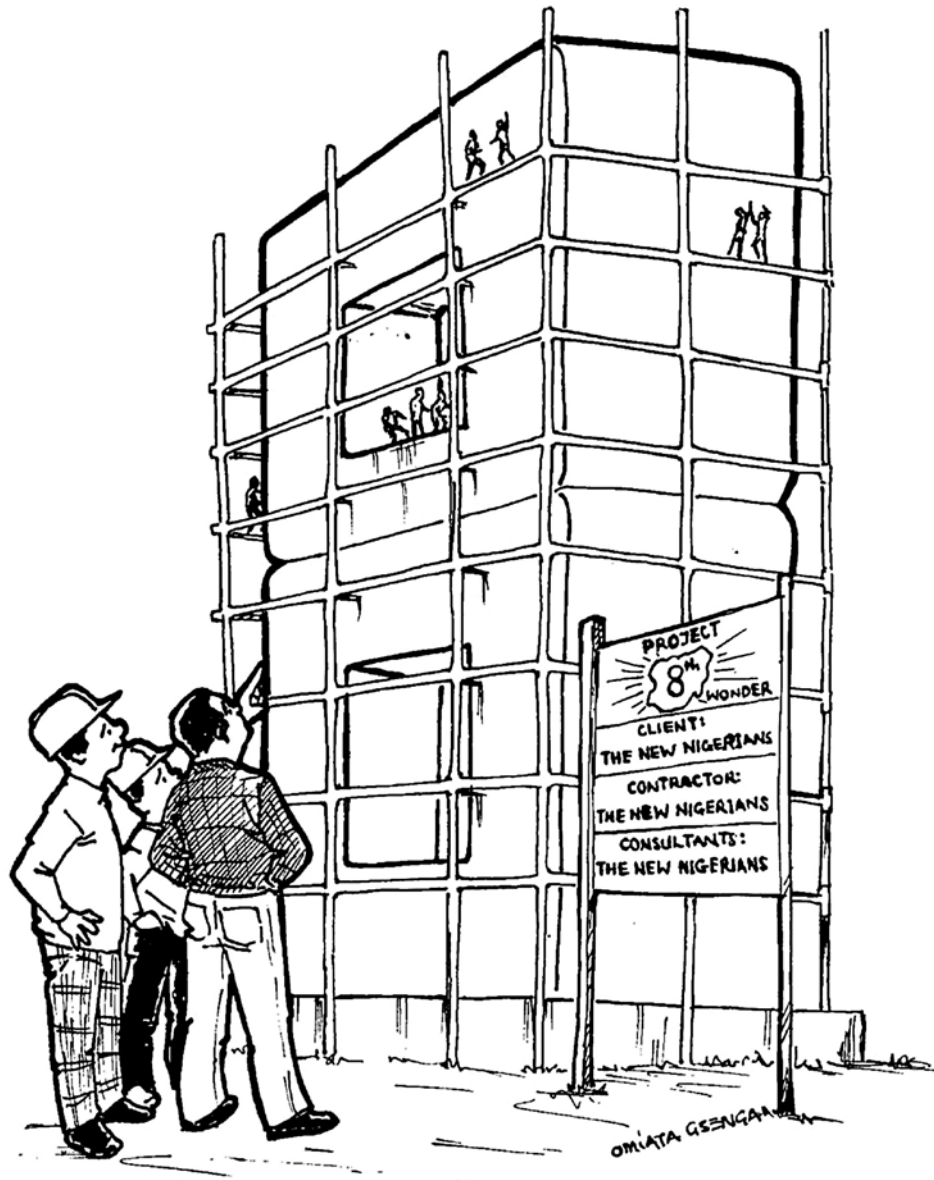
You can also send any of your ideas in.

- Look for and compile a list of good things about Nigeria. Keep the list handy. You will need it whenever you feel discouraged, depressed or upset about Nigeria.



*“The shortest
route to trouble
is success.”*

African Proverb



- List Nigeria's 100 Most Important Events.
- Have fun decoding the PROLOGUE 2 by giving your own interpretation and meaning to G³ government, E³ economy, H³ education, etc.
- Create positive acronyms for NAIGA, e.g., Naiga Always In God's Abundance
- Create positive acronyms for NAIGA-WONDAS
- Create positive acronyms for WONDERS
- Look for more Nigerian proverbs. Write them down and include the ethnic group of origin.
- Write down your personal goals and nation-building goals for the next ten years. Paint pictures in your mind (and write down) what you want to be, do and have by the year 2020.
- Paint pictures in your mind (and in words) of you creating an 8TH WONDER in your chosen field or area of influence.
- Create 8TH WONDER think-tanks
- Create 8TH WONDER development teams
- Turn your home into an 8TH WONDER
- Turn your school into an 8TH WONDER
- Turn your office into an 8TH WONDER
- Adopt a school and turn it into an 8TH WONDER
- Create an 8TH WONDER in your area of influence
- Create positive NAIGA jokes, 8TH WONDER jokes, 9Gs jokes, etc.
- Create positive 8TH WONDER slogans
- Do the IMPOSSIBLE
- Do something BOLD everyday
- Use technology to "show and tell" others about THE 8TH WONDER Vision.
- Think religiously and repeatedly to yourself:
 - a) How can I improve the standard of living of the average Nigerian? It is important for you to note that if the standard



*“The woman
who sells palm
oil does not
dress in white
clothes.”*

African Proverb



*“When envy and
ingratitude come
together nothing
good
can come out of
it.”*

African Proverb

of living of the average Nigerian goes up, yours will automatically go up.

- b) How can I make the average Nigerian wealthy and healthy?
- c) How can I get the average Nigerian to live THE 8TH WONDER lifestyle?
- d) How can I turn the average Nigerian into a WONDER HERO?

- Learn to think in the reverse. Many great ideas in history were the result of reverse thinking
- Do amazing things. Allow the amazing to ooze out through you and let it spread into your circle of influence.
- See every odd job, crappy assignment and mundane task as an opportunity to create a WONDER, something WOW and something GREAT. Never, never ever see anything as a chore.
- Master your own native language and also teach your children.
- Learn another Nigerian language.
- Give your children Nigerian names and call them by their Nigerian names. It will give them a stronger sense of identity.
- Learn a foreign language.
- Be the courier of pleasant surprises
- Do something creatively constructive about our problems
- Do something DIFFERENT
- Always remember what James Dean once said, “*Dream as if you’ll live forever. Live as if you’ll die today.*”
- Find out your life-purpose and become who you were born to be
- Discover your area of strength. Develop it. And give it commercial value.
- Write a list of eighty things you want to do in your lifetime and start to take action. Start with the easier things on your list and gradually move up to the harder ones.

- Write a list of eighty positively crazy things that you want to do in your lifetime. Implement your big-bang ideas by first of all testing them through your little kinky, crazy ideas.
- Read a book back to front. Start from the last chapter and read chapter by chapter until you get to the first.
- In the next ten years read at least eighty books written by Nigerians and 800 other books.
- Read the biography or autobiography of at least two political or business leaders every year. By 2020, you would have read at least twenty biographies and autobiographies.
- Look for ways of making WOW statements or WONDER statements, both in words and in deeds (i.e. at home, at school, at work, at play, etc).
- Break a Guinness world record in something positive and get it recorded in The Guinness Book of World Records. Do something great that has never been done before.
- Everyday make a demand on your creativity. Solve our nation's problems in a creative and unconventional way.
- Go a complete day without saying anything negative about Nigeria. Turn it into a game by inviting other people to join in the **Code of Silence against the Negative**. Whoever wins for that day gets a small prize. At the end of that day, you can choose another day to play the game with the same people or a new set of people
- Learn something new and positive about Nigeria everyday. And pass the good news on to someone else.
- Empower those around you and have fun doing it by turning it into a game.
- Always add value to whatever you do.
- Constantly think out-of-the-box. The 8TH WONDER can only be built by out-of-the-box ideas.
- Build something GREAT, something AWESOME and something INCREDIBLE.



*“There is no
prestige for a
king who has
no queen.”*

African Proverb



*"A child who
grows big teeth
must also grow
big lips to cover
them."*

African Proverb

- Send weekly (or monthly) positive nation-building text messages to men and women of goodwill, young people and any other person you want to encourage.
- Actively look for solutions to Nigeria's problems by asking a lot of questions and by quietly and carefully listening to the answers given. As you listen, you will hear many things that will surprise and astonish you. You will hear differently!
- Everyday, surprise a bus passenger (along any one of your bus routes) by paying the person's fare and wish them a WONDERFUL day. Have fun watching the person's response (but don't make it too obvious). You too will have a WONDERFUL day as a direct result of your act of kindness. On some bus routes this will only cost you N10 or N20.
- Do something wildly creative.
- Create an island of sanity around yourself and in as many places as you can. Do this by causing the so-called Nigerian factor to fail woefully anywhere you are, because you are that island of sanity and you are also an oasis of hope!
- Please get involved in whatever area of nation-building that speaks to your heart. You will have more fun in that area because your heart is in it.
- If you see someone doing something right, or if you see someone doing a nation-building activity that you are impressed with – you can reinforce the action by praising or complimenting the person. You can also pass it on by telling someone else what you saw and contributing your time and money to the project.
- Find various ways to make a DRAMATIC DIFFERENCE!
- Increase your sphere of influence.
- Get to know Nigeria by travelling to other states outside your home state and outside the state you work in.
- Visit a national historic site once a year with your family or friends.





*“The man who
dances to music
dictated by arro-
gance
will go to a pre-
mature grave.”*

African Proverb

- Visit one of our many tourist attractions in the country once a year. Show Nigeria to your children. Let them know their country.
- Create THE 8TH WONDER lifestyle for yourself, and then let it spill over to your family, friends, community, state and nation.
- Think the UNTHINKABLE! Do the UNTHINKABLE!
- Always take advantage of OFF-THE-WALL opportunities.
- BURN YOUR BRIDGES to force you into a different mode of thinking.
- Send out thank-you cards (or gifts or text messages or e-mails) weekly to different people who have influenced your life positively and to people who have gone out of their way to help you become a better person.
- Teach nation-building principles in schools, youth centres, and religious institutions (churches and mosques).
- Talk about national issues in schools, youth centres and religious institutions.
- Spread the idea of change by starting nation-building dialogues with people you meet. Talk about some of the ideas presented in this book. And through the discussions come up with more ideas and act on them.
- Henceforth be conscious that everything you do daily is either dismantling the old negative Nigerian mindset or building THE 8TH WONDER.
- Surprise and WOW (i.e. be a Wonder of the World) people at every turn.
- Challenge the status quo. Challenge basic assumptions by providing alternatives that are WOW.
- Put a twist on whatever you do. Put a twist on the familiar.
- Create a WOW-land around you.
- Create WOW projects. Initiate WOW projects around you.
- Create WOW projects that you want to be remembered by.
- Turn every ordinary task into an amazing WOW project.

- Create WOW family projects. Ask your children for ideas. Most children generally have overactive imaginations.
- Create an awesome array of WONDER projects through other people.
- Respect every Nigerian you come in contact with. Respect them the way you respect your boss, your MD, your CEO, your pastor, your imam, etc.

It is said that the best index to a person's character is:

- (a) How he treats people who can't do him any good.
- (b) How he treats people who can't fight back.

- Use all the available resources at your disposal to build THE 8TH WONDER. Nothing is too small.
- Network regularly with other nation-builders.
- Celebrate NIGERIA whenever you have the opportunity and however you can.
- There are nation-building answers and solutions waiting to be discovered.
- Look for them as you would gold nuggets. Aggressively look for our gold nuggets as a nation.
- Any Nigerian who complains about Nigeria anywhere around you, politely tell them to:
 - Shut up!
 - Stop complaining!!
 - Do something about it!!!
- If it is a foreigner complaining, politely tell them you do not appreciate their negative comments. And suggest that they come up with creative ideas and solutions to our challenges as a nation. Remember to thank them if they do come up with any creative ideas.
- Realise that mediocrity is totally unacceptable in building THE 8TH WONDER.
- Be a GROUND-BREAKER in your industry or area of interest/influence.



*“The snake does
not embark on a
journey
without its poi-
son.”*

African Proverb



- Consistently share nation-building books and articles with your family, friends, fellow students, colleagues and other nationbuilders.
- In whatever you do, consistently exceed people's expectations.
- Make a habit of doing the simple things in an exceptional way.
- Look for nation-building ideas in the least expected places.
- Always be on the lookout for people who are interested in nation-building and recruit them to become members of THE 8TH WONDER team.
- Expect the best from yourself and other Nigerians. Have the spirit of excellence and an attitude of expectation.
- Make it a habit to always look around and ahead for new answers to our nation's challenges.
- Do something NEW, FRESH and UNPREDICTABLE.
- Look out for 8TH WONDER opportunities in small packages and also in the least expected places. Always, always, always be on the lookout.
- Ask children (or even foreigners) for ideas. You may be amazed at what they come up with.
- Constantly encourage and motivate other members of THE 8TH WONDER team.
- Always be loyal to NAIGA (the new Nigeria) - no matter what.
- Develop good nation-building habits – always take responsibility anywhere you can by exercising leadership.
- Develop an 8TH WONDER attitude.
- Take an active role in community development.
- Be a positive influence by consistently talking about our future as THE 8TH WONDER. Walk the talk and talk the walk.
- Be aggressive in building THE 8TH WONDER, but also be patient with others along the way by understanding that we are all at different levels in the process
- Always, always, al...ways ask yourself daily: How can I do more for less?



*“The egg only
needs time to
become a cock
(rooster).”*

African Proverb



*“If one can deal
with the head of
an animal, what
business does one
have with its
tail?”*

African Proverb

- Write a letter to your children (or parents or friends) describing how much fun it will be for them to live in THE 8TH WONDER of the World.
- Create a community of politically enlightened people.
- Undertake development project competitions in your community.
- Create various nation-building competitions, especially for the youths who are the future leaders of our nation.
- Pray daily for the leaders of our nation and the citizenry.
- Buy and read the Nigerian constitution.
- Educate yourself on how the Nigerian political system works.
- Stick out your neck for Nigeria.
- Tune off your **Survival Mode** and tune into THE 8TH WONDER mode.
- Simplify your life.
- Get involved in whichever way you can in the development of human capital, with special emphasis on the education of the Nigerian child.
- Once in a while surprise the car owner behind you by paying their tollgate fare. Then wish the person an extraordinary day and drive off and have an extraordinary day yourself.
- Discover the genius in you. Find out your life-purpose. Locate your calling. Unearth what you are wired to do. Use your talents to solve nation-building problems that bother you. Use your gifts, your talents and your skills to build THE 8TH WONDER.
- List eight positive things you can do regularly that will make people WONDER about you. Then apply them to your life daily. Everyday make it a point of duty to make at least one person WONDER about you in a positive way.
- Do something that will be UNFORGETTABLE and that will also make you unforgettable. Do things for others that make you unforgettable in a positive way.
- Describe one day of your life living in the great new Nigeria of

our dreams. That is, write down how you expect living in THE 8TH WONDER will be for you.

- Always be willing to make mistakes because you will! Do not be too hard on yourself when you do so. It is all part of the learning process of building THE 8TH WONDER. Have fun looking for the gold nugget factor in the mistake, use it and quickly move on.
- Write down a list of eighty nation-building activities that you would love to do for your country if money was not a problem. And as you get the money, start to do those things one by one.
- Once in a while see how life is for the masses. Park your car and take a bus ride. Try it once every month. Document your experiences and use it for nation-building. It will help you see life through the eyes of the masses. As they say, if you can feel the pain, you can heal it.
- Make a life commitment to learning new things regularly.
- Look for good ideas; pick up good ideas and borrow good ideas for building THE 8TH WONDER.
- Become an entrepreneur and help create other entrepreneurs.
- Break the mould and think up all sorts of nice, crazy ideas for building THE 8TH WONDER - ideas that will capture the attention of the world!
- How can you add something of value to other Nigerians on a daily basis? Find it and do it!
- Celebrate both small and major successes on the journey to GREATNESS.
- Get feedback and evaluate yourself regularly on your nation-building activities. What is it you are doing right or wrong? Learn from your mistakes and move on fast.
- Use every opportunity you have to present Nigeria in a good light, either within or outside the country.
- Look for, and list, 1001 good and interesting things about Nigeria.



*"I will not agree,
I will not agree,
says the crab
until
it ends up in the
pot."*

African Proverb



*“That a man
chooses to walk
slowly does not
mean
he does not know
the path to his
farm.”*

African Proverb

- Whenever bad or good information about Nigeria comes your way, always ask yourself: How can I use this information for the good of Nigeria?
- Make building THE 8TH WONDER your personal business by having a hunter's attitude to ideas that will help quicken the building process. A hunter is always on the lookout for game.
- Have the spirit of THE 8TH WONDER in everything you do.
- Make a BIG DENT in the universe.
- Buy many copies of this book and send them out as gifts to members of your family, friends, clients, customers, colleagues, classmates, foreigners, etc. (Yes, I do want to sell this book. Nevertheless, by telling you to buy for others, I am also playing my part in building a great new nation - THE 8TH WONDER of the World.)
- Relentlessly pursue the WOW as a lifestyle.
- Institutionalise the 8TH WONDER vision in any way you can.
- Put the graphical representation of THE 8TH WONDER on promotional items.
- Use the graphical representation of THE 8TH WONDER as a screensaver.
- At least once in your lifetime, you should create an 8TH WONDER. It is every citizen's responsibility. The maxim below will help you remember your duty as a NAIGESE (i.e. the new Nigerian citizen) building THE 8TH WONDER.

Be a living WONDER, create an 8TH WONDER!

Look for creative ways to become a WONDER WORKER.

- From now on perform every act in life as if it were your last!

There are still a million and one (my expression for countless) other ways to have fun building THE 8TH WONDER. Find them and write them out below:

[illegible]

*“One does not
empty all the
water in her
drinking pot just
because there is a
sign of rain.”*

African Proverb



Building a nation is like building a skyscraper. The taller the structure, the deeper the foundation must be. Likewise, the greater the nation, the deeper the sense of belonging must be.

The most tremendous asset Nigeria has is its people. They are what Nigeria needs to develop in order to become a major player in the global village.

The key to having fun building THE 8TH WONDER is for us to try out many different things, weed out what isn't working and keep what is working. It's that simple!

We must learn to find out what works best for us as a nation. And then we must put it to work!

*“If you see a frog
jumping in the
daytime,
just know that
something is
hunting its life.”*

“It's only when you hitch yourself up to something bigger than yourself that you realize your true potential.”

BARAK OBAMA

44TH PRESIDENT OF THE UNITED STATES OF AMERICA

African Proverb

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, and comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows the great enthusiasms, the great devotions; who spends himself in a worthy cause, who at best knows in the end the triumph of high achievement, and who at worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat.”

THEODORE ROOSEVELT
26TH PRESIDENT OF THE UNITED STATES OF AMERICA



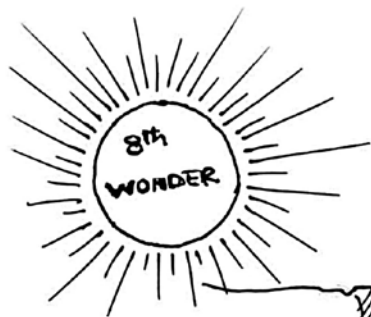
*“The wicked-
ness of some men
doesn't stop
the good works of
God.”*

African Proverb

EPILOGUE

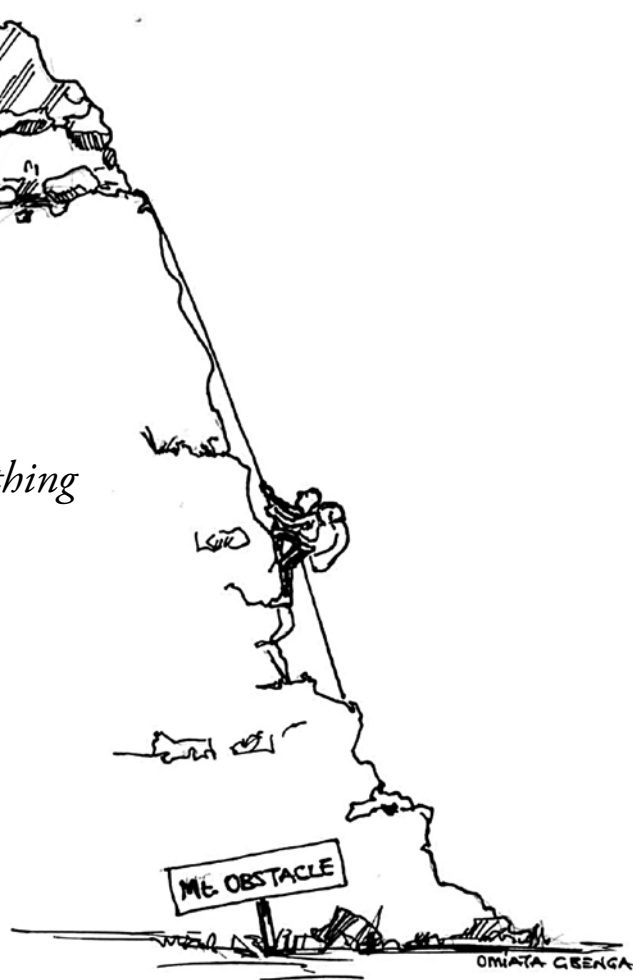
*“The future of this vast country Nigeria
must depend in the main on the efforts of
ourselves to help ourselves.”*

ABUBAKAR TAFAWA BALEWA



*"The venom of a viper does nothing
to the back of a tortoise."*

AFRICAN PROVERB



The Promise



*“The secret of success is constancy of purpose.”
“The greatest good you can do for another is not
just to share your riches, but to reveal to him his
own.”*

BENJAMIN DISRAELI

“Either I will find a way, or I will make one.”

PHILIP SIDNEY

*“The block of granite which is an obstacle in the
pathway of the weak becomes a stepping-stone in
the pathway of the strong.”*

THOMAS CARLYLE

*“If you pour your heart into your work, or into
any worthy enterprise, you can achieve dreams
others may think impossible.*

HOWARD SCHULTZ

This is our corporate promise as a nation

We are building THE 8TH WONDER of the world in our nation. And we will also help to build other 8TH WONDERS in developing countries around the world. In the process, we will

*“Wherever the
snail crawls,
there follows the
shell.”*

African Proverb



*“A man may
quarrel with his
wife many times
during the day
but not before
bedtime.”*

African Proverb

turn all Third World countries into WONDER WORLDS.

Our unique selling proposition is as follows:

The first encounter with a NAIGESE (i.e. the new Nigerian) will make you WONDER in a positive way. We will create WON- DERS in your life within eight seconds, or eight minutes, or eight hours, or eight days of meeting anyone of us anywhere in the world. WE will always be a WONDER to behold – that’s GUARANTEED!

The WONDER millennium has begun and the new Nigeria is defining it.

Please write down your thoughts and ideas on how you can fulfil our promise to the world. The key here is to find out what you can do within eight seconds (or eight minutes, or eight hours, or eight days) of meeting someone which will strike a unique chord in the person’s heart. What UNFORGETTABLE thing can you do that will make people WONDER in a positive way? As you come up with ideas, remember it is always about making the other person feel good about himself whilst he also wonders (in a positive way) about you.

The new Nigerians are the gold nuggets of Nigeria. Go ahead and show the world the stuff we are made of.

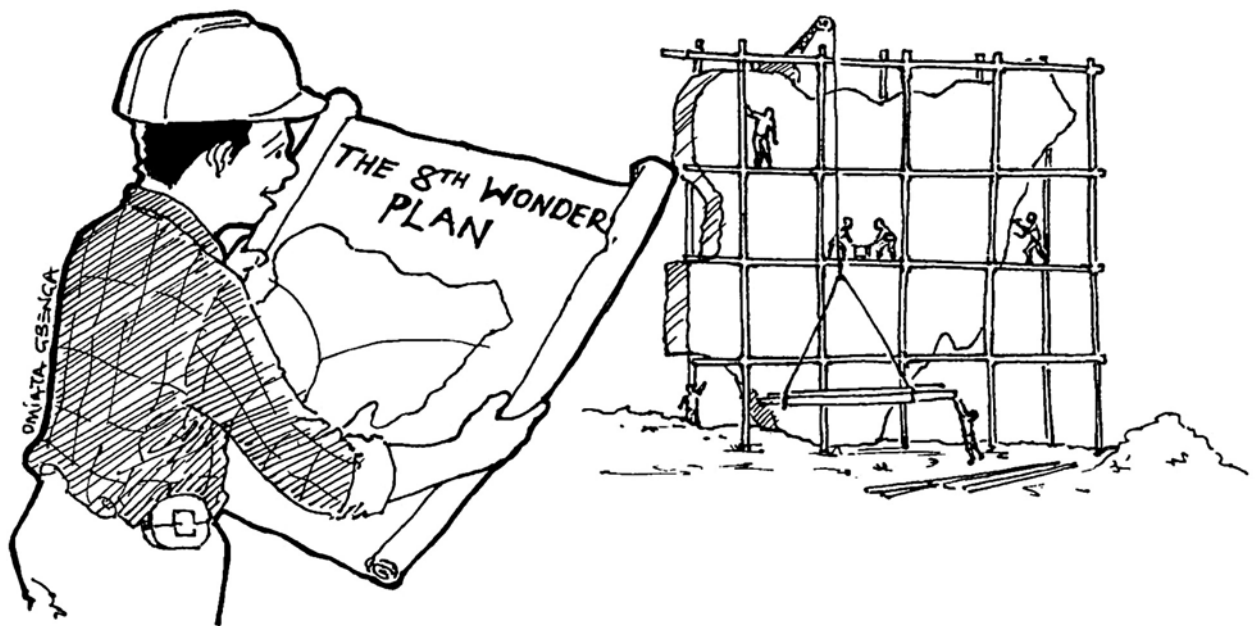


“Nigeria’s unity and greatness can only be truly achieved by the genuine dedication of those who have more love for Nigeria and her people than the desire to use both to promote the interests of any given group.”

RAPH UWECHUE

“On the destined day of the monkey’s death, all branches become slippery.”

African Proverb



*“It is because of the big bush meat
that the hunter sews a big bag.”*

AFRICAN PROVERB

Your Plan of Action



“Those who have a WHY to live, can bear with almost any HOW.”

VIKTOR FRANKL

“Long-range planning does not deal with future decisions but with the future of present decisions.”

PETER DRUCKER

“In the long run you hit only what you aim at. Therefore, though you should fail immediately, you had better aim at something high”

HENRY DAVID THOREAU

For you to get involved in building a great new nation you must first of all have a plan of action. Just like an architect who designs a house must have a plan (blueprint), which will later be used to build the house.

This book has presented many ideas and suggestions we can use for nation-building. However, what we now need to do is to plan how and where we will apply the information.

From 1st October 2008 to 1st October 2020, there are 156

*“When a hand-
shake has gone
beyond the el-
bow, it
becomes an at-
tack.”*

African Proverb



*“A generous and
kind chief eats in
the
open under a
tree in the time
of hunger.”*

African Proverb

months to use for planning. Take just one idea per month and apply it to your life everyday of that month. By the end of the month it will become a habit and by the end of one year you would have created twelve good nation-building habits. By 1st October 2020, you would have 156 good nation-building habits if you continue to do this every month.

Can you imagine the multiplier effect if every Nigerian cultivates one good nation-building habit per month?

If we all do this every month up till 1st October 2020, we will definitely reach our destination of GREATNESS and become THE 8TH WONDER of the World. It can happen in the shortest time possible if we all participate.

The key to fulfilling our dream is consistency of our purpose for building THE 8TH WONDER. And to be consistent, we must continuously question and challenge assumptions and beliefs to which we have held on for years.

Unless we start asking different questions we won't get different answers!

By questioning, we will discover a new reality that will end the deception of the past.

We need to constantly ask ourselves important questions. Then, we can use some of the answers we get to plan ahead for a great new Nigeria.

Please write out your nation-building plan for the next twelve months. Remember, you only need to put into practice one idea per month.

January

February

March

April

May

June



*“The drummer
that beats the
drum
on one spot will
end up perforat-
ing it.”*

African Proverb



*“The sun will
first shine on
those standing
before shining on
those sitting.”*

African Proverb

July

August

September

October

November

December

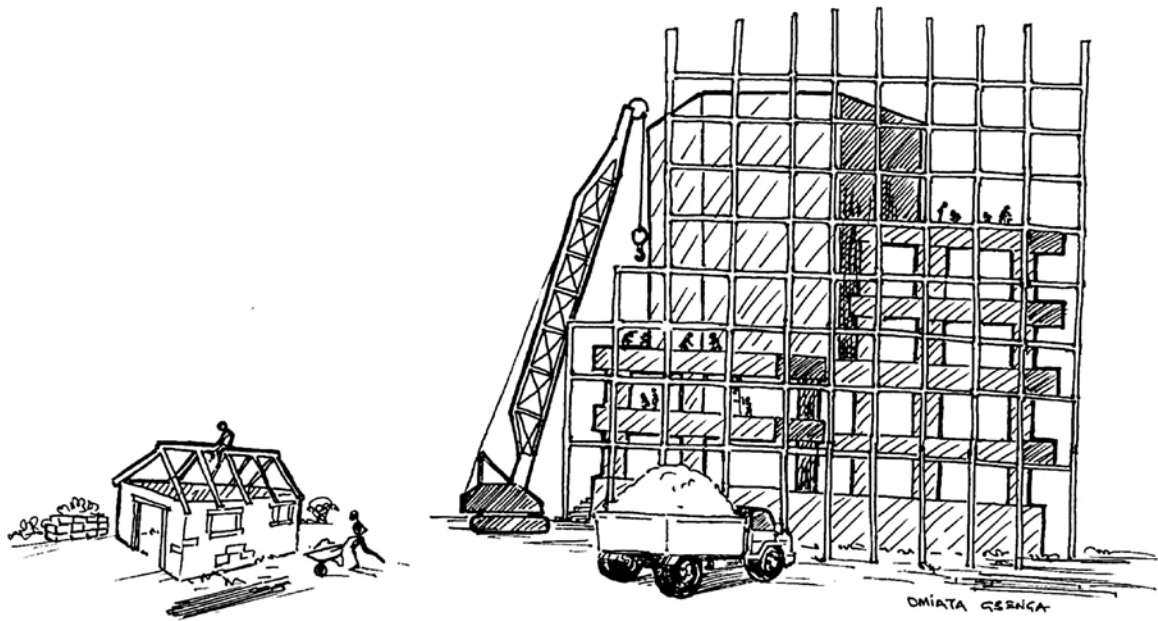


*“To awake each morning with a smile
 brightening my face;
 To greet the day with reverence for the
 opportunities it contains;
 To approach my work with a clear mind;
 To hold ever before me, even in the doing of
 the little things, the Ultimate Purpose toward
 which I am working;
 To meet men and women with laughter on
 my lips and love in my heart;
 To be gentle and kind, and courteous
 through all the hours;
 To approach the night with weariness that
 ever woos sleep and the joy that comes from
 work well done.
 This is how I desire to waste wisely my days.”*

THOMAS DEKKER

*“The longer you
 hold down a
 man, the
 longer you stay
 down with him.”*

African Proverb



*"A small fish requires a small fire to roast
and a big fish requires a big fire to roast."*

AFRICAN PROVERB

Images and Symbols of Our Future



“Imagination is the strongest nation on earth.”

ZIG ZIGLAR

“Imagination is more important than knowledge.”

ALBERT EINSTEIN

“Nigeria needs visionaries, men and women who will step out from the crowd, find a need and reach out to meet that need.”

PASTOR CHRIS OYAKHILOME
(RHAPSODY OF REALITIES, OCTOBER 2007)

*“People of VISION:
see the invisible,
hear the inaudible
believe the incredible
and do the impossible!”*

AUTHOR UNKNOWN

The owner of a block of marble once told Michelangelo that the marble was of no use or value to him. Inspired by what he saw in his mind's eye, Michelangelo replied, “It is valuable to me, there is an angel imprisoned in it and I must set it free.”

*“The mouth
that ate the seed
should not
be the one asking
what to sow.”*

African Proverb



Nigeria is valuable to us and most of us have no other country to claim as ours. Our country has been a block of corruption, 419, chaos, crises and confusion. What has been done in the previous chapters was to chisel away at the block and set free THE 8TH WONDER that was imprisoned in the block.

Michelangelo was able to use the power of his imagination to see an angel in the block of marble. We, also, have used the power of our imagination to see THE 8TH WONDER in Nigeria.

Everything the United States stands for (and has ever stood for) is built around just one word – FREEDOM! In the same way everything that the new Nigeria – NAIGA – now stands for will be built around just one word – WONDERS!!!

As Nigerian citizens, we are like a waterfall with tremendous potential. This book is all about harnessing and channelling our potential as a people into building a great new world power – THE 8TH WONDER of the World!

Our future has been released into our destiny. Our future awaits us! The world also awaits us to take possession of our destiny by scoring THE 8TH WONDER goal.

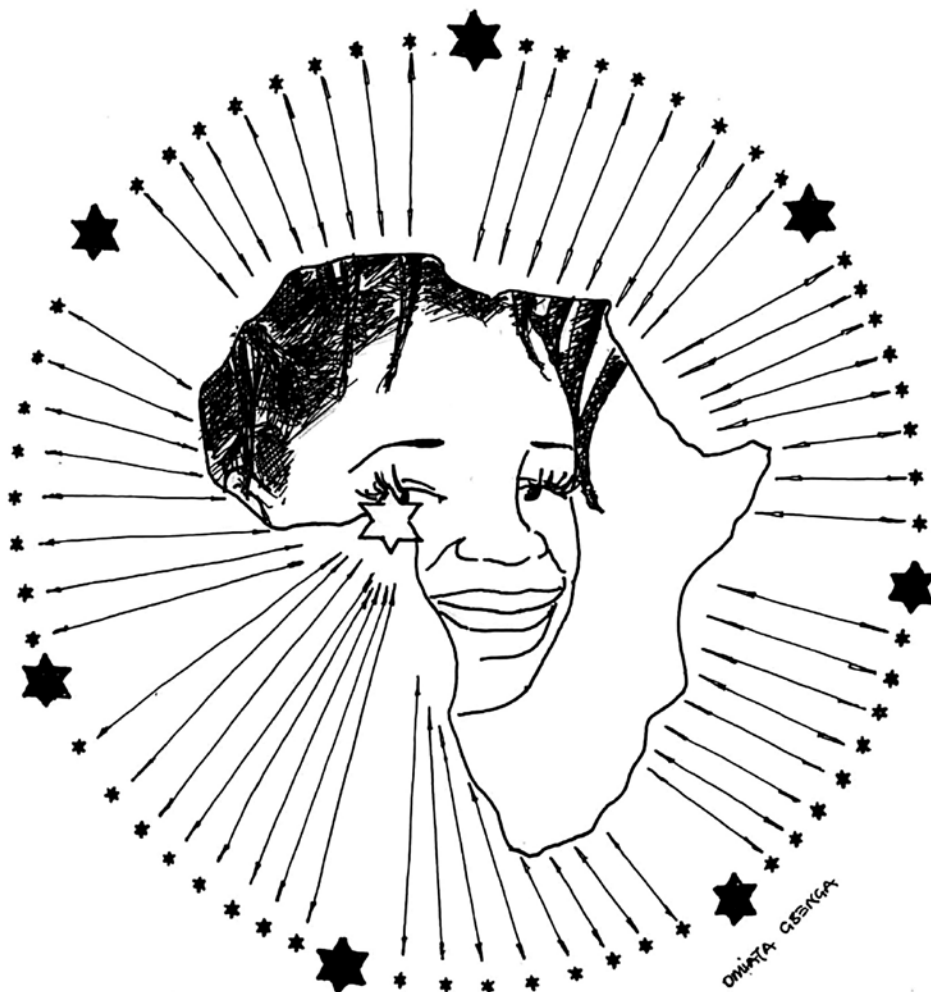
Citizen NAIGESE (the new Nigerian), come on board and play your part as a member of THE 8TH WONDER construction team.

Carve your niche, become a GOAL-GETTER and a WONDER STRIKER. Become the 9Gs.

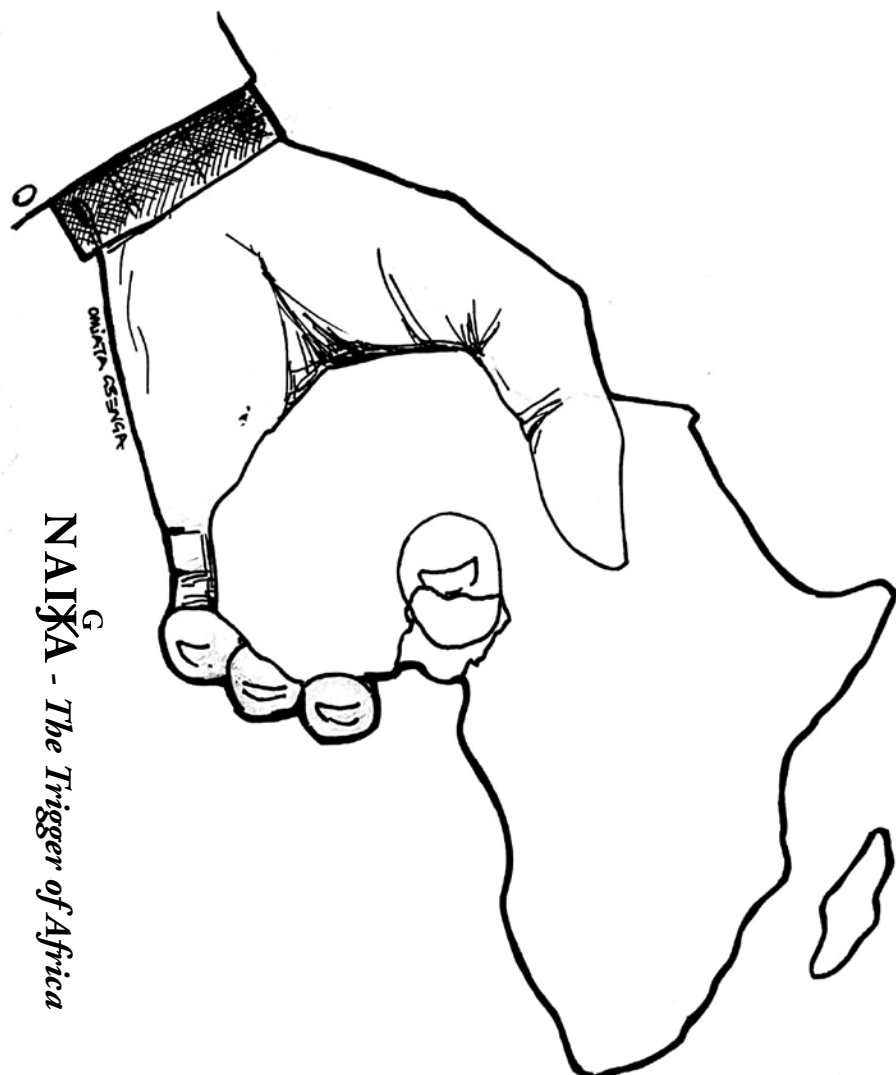
WE are the architects of our FATE! Welcome to a great new nation: NAIGA!!

*“He who loves
you doesn't see
your faults.”*

African Proverb

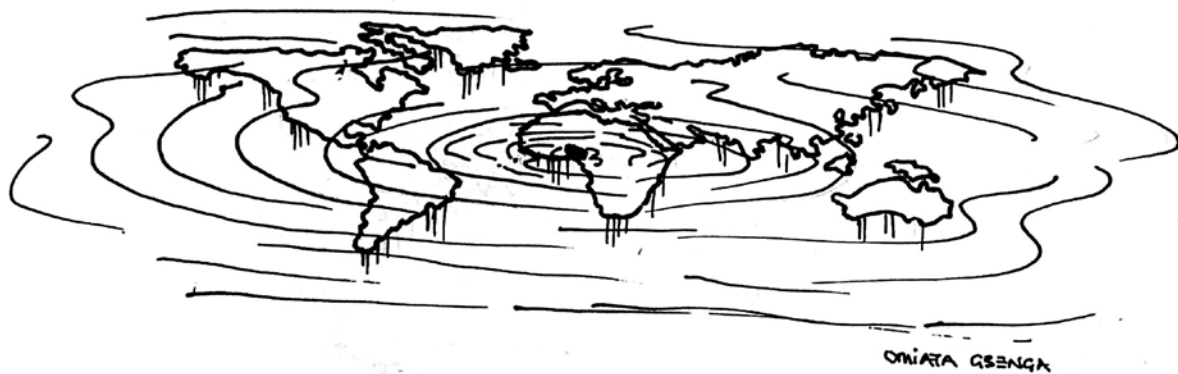


^G
NAIJA - *The Hub of Africa*

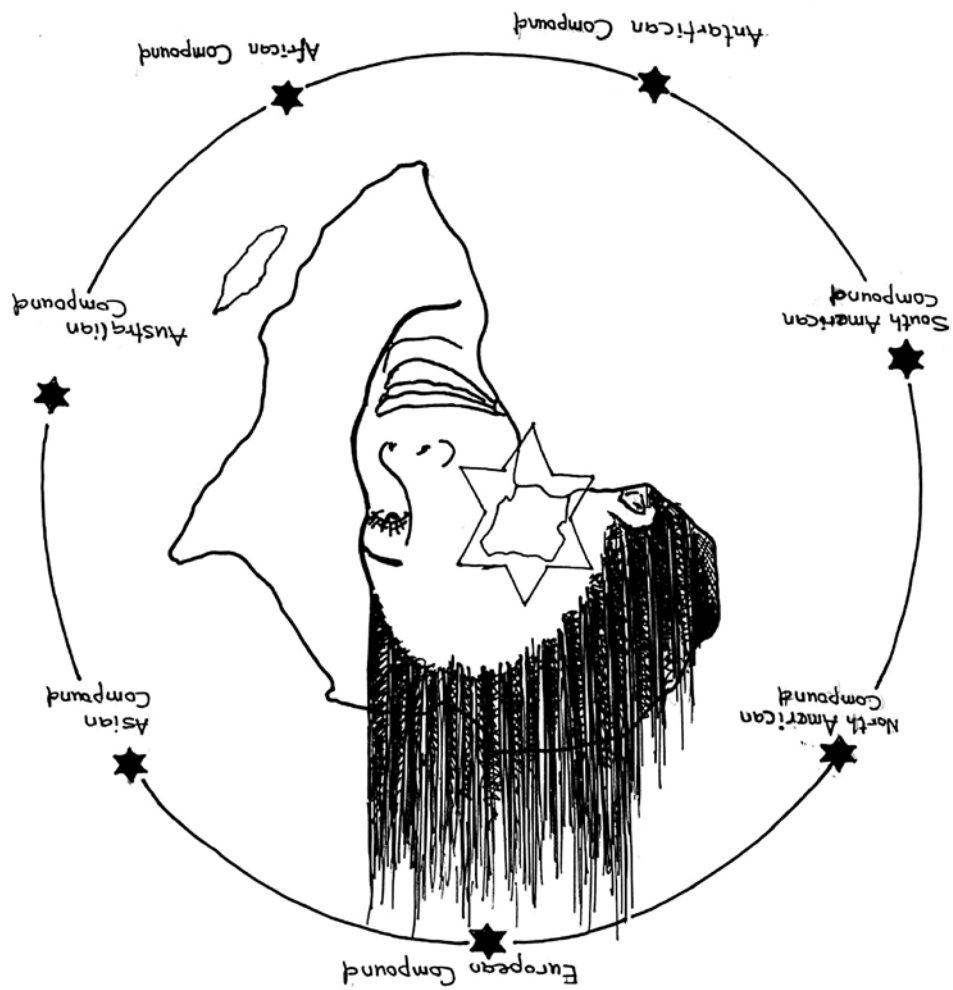




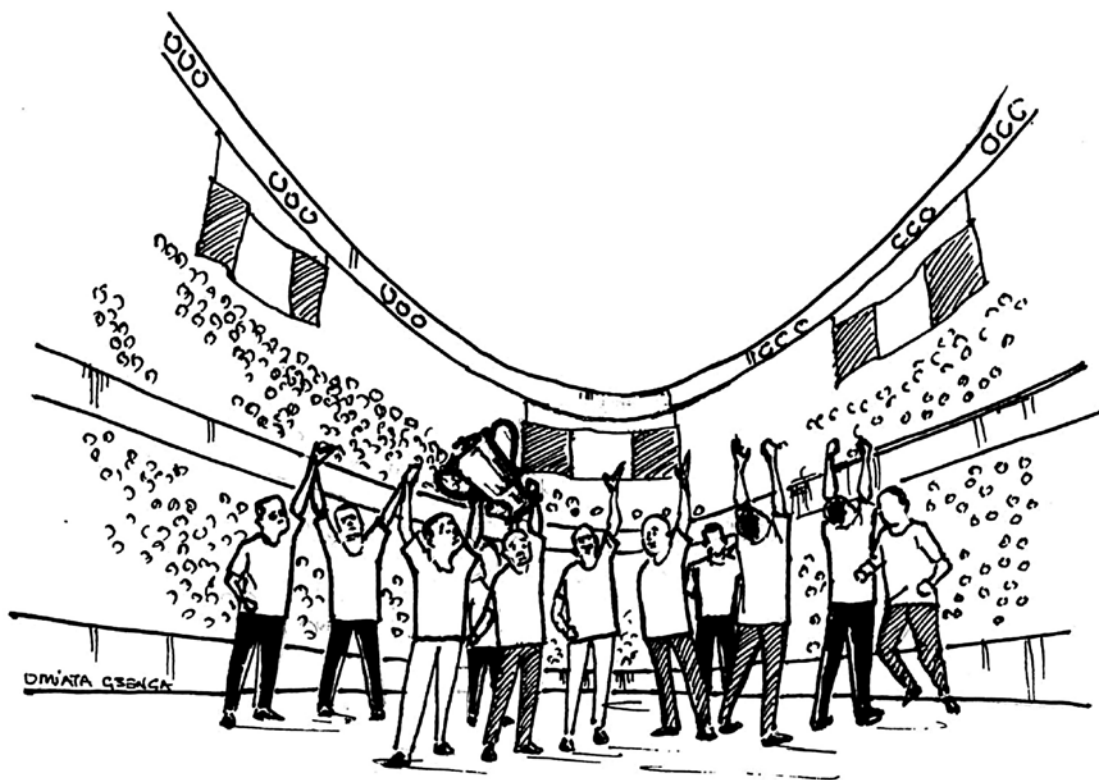
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NAIJA - *The Investors' Sanctuary*



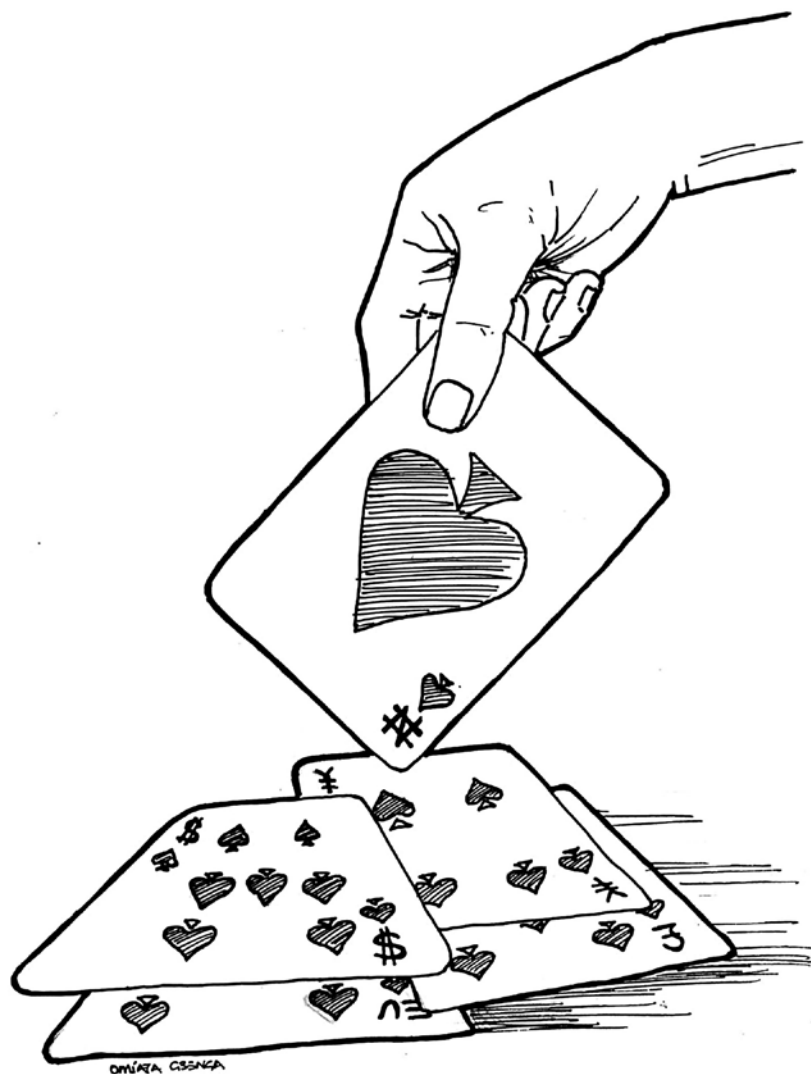
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NAIJA - *Movers and Shakers in the Global Village*



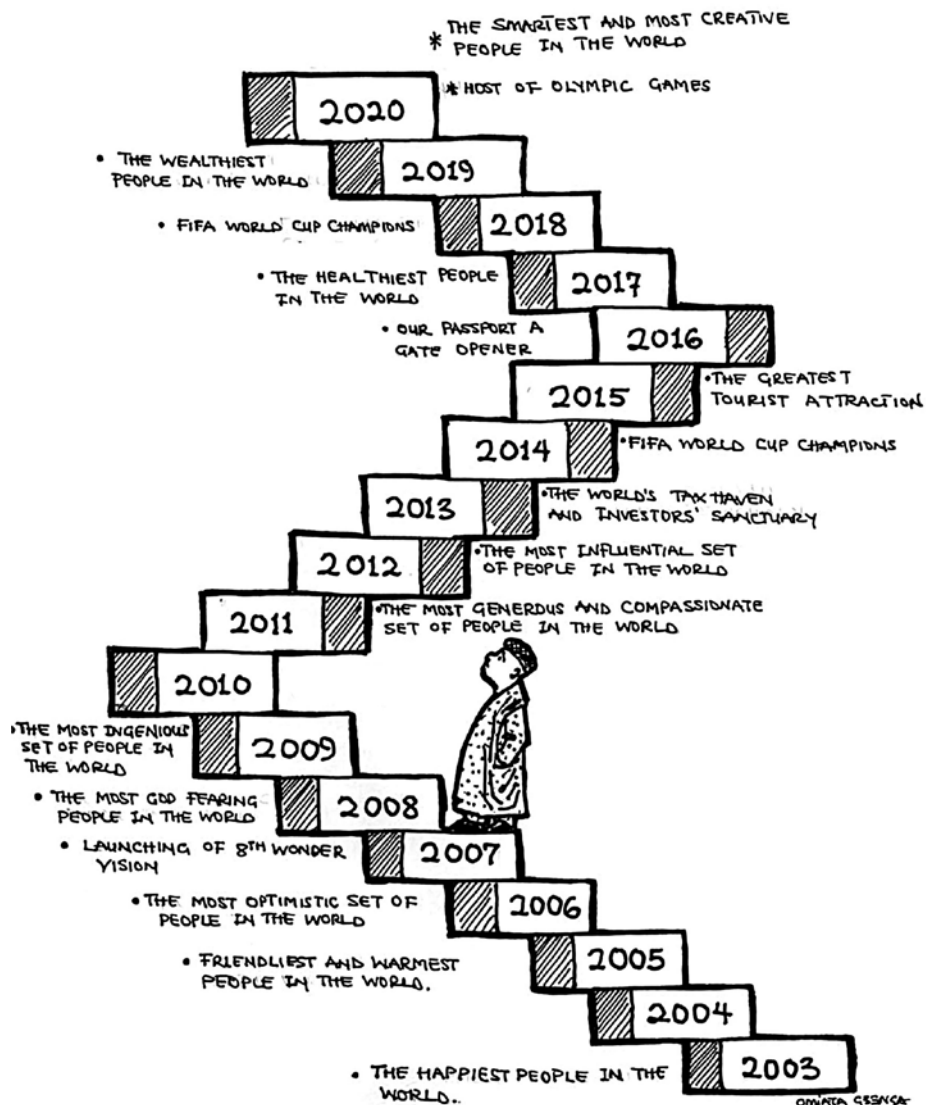
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NAIJA - *An Upturn in the Global Village*



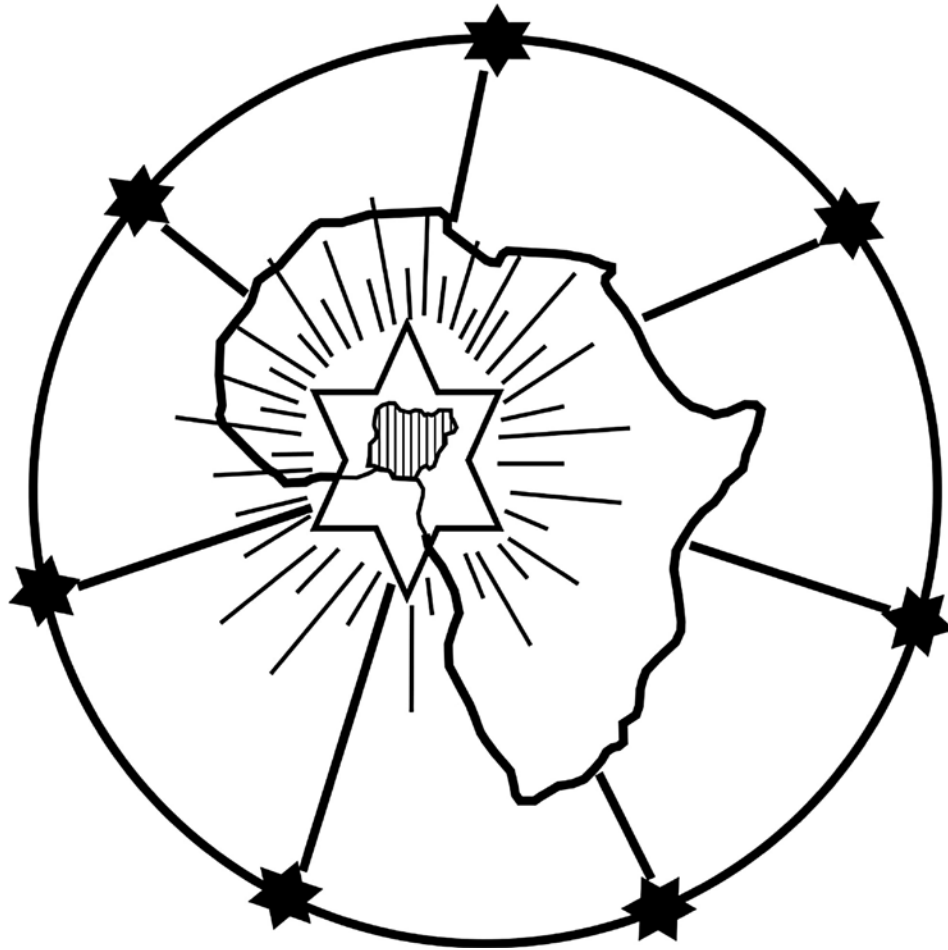
^G
NAIJA - *Three Time FIFA World Cup Winner*



^G
NAI✕A - God's Ace



^G
NAIKA - Our Milestones



NAI^GKA - *The 8th Wonder of the World*



“If one advances confidently in the direction of his dreams and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours.”

HENRY DAVID THOREAU

“One who holds a lizard by the tip of the tail knows that he is holding on to nothing.”

African Proverb

“Stop looking at where you have been and start looking at where you are going.”

MIKE MURDOCK



*“The nation called Nigeria will be
the greatest nation on the whole of the
earth.”*

*“There is going to be a time when people
of other countries will desire to be iden-
tified with a Nigerian wherever the
Nigerian goes.”*

PASTOR ENOCH ADEBOYE

*“Prosperity lies
in labour but
there is no ex-
press road to it
except through
toil.”*

African Proverb



*"Excellence is to do a
common thing in an
uncommon way."*

BOOKER T. WASHINGTON



Eight Role Models for Us

“Every job is a self-portrait of the person who did it. Autograph your work with excellence.”

AUTHOR UNKNOWN



“The quality of a person’s life is in direct proportion to that person’s commitment to excellence, regardless of the chosen field of endeavour.”

VINCE LOMBARDI

“No one ever attains very eminent success by simply doing what is required of him; it is the amount of excellence of what is over and above the required that determines the greatness of ultimate distinction.”

CHARLES KENDALL ADAMS

There are eight main areas of influence in nation-building and we have a role model for each one.

Our Eight Role Models

- 1. Pele
- 2. Ted Turner
- 3. Nelson Mandela
- 4. Bill Gates

Area of Influence

- Football / Sports
- Media
- Politics
- Entrepreneurship/Economy

“A broken egg cannot be easily mended.”

African Proverb



“As one learns
the skill of a
trade, he also
learns
how to do it
speedily.”

African Proverb

- | | |
|----------------------------|----------------------|
| 5. Oprah Winfrey | Entertainment/Arts |
| 6. Philip Emeagwali | Science/Technology |
| 7. Wole Soyinka | Literature/Education |
| 8. Martin Luther King, Jr. | Spiritual/Social |

By 2020 our role models in these eight main areas of influence in nation-building will all be Naigese (the new Nigerian).

“Desire is the key motivation, but it’s the determination and commitment to unrelenting pursuit of your goal - a commitment to excellence - that will enable you attain the success you seek.”

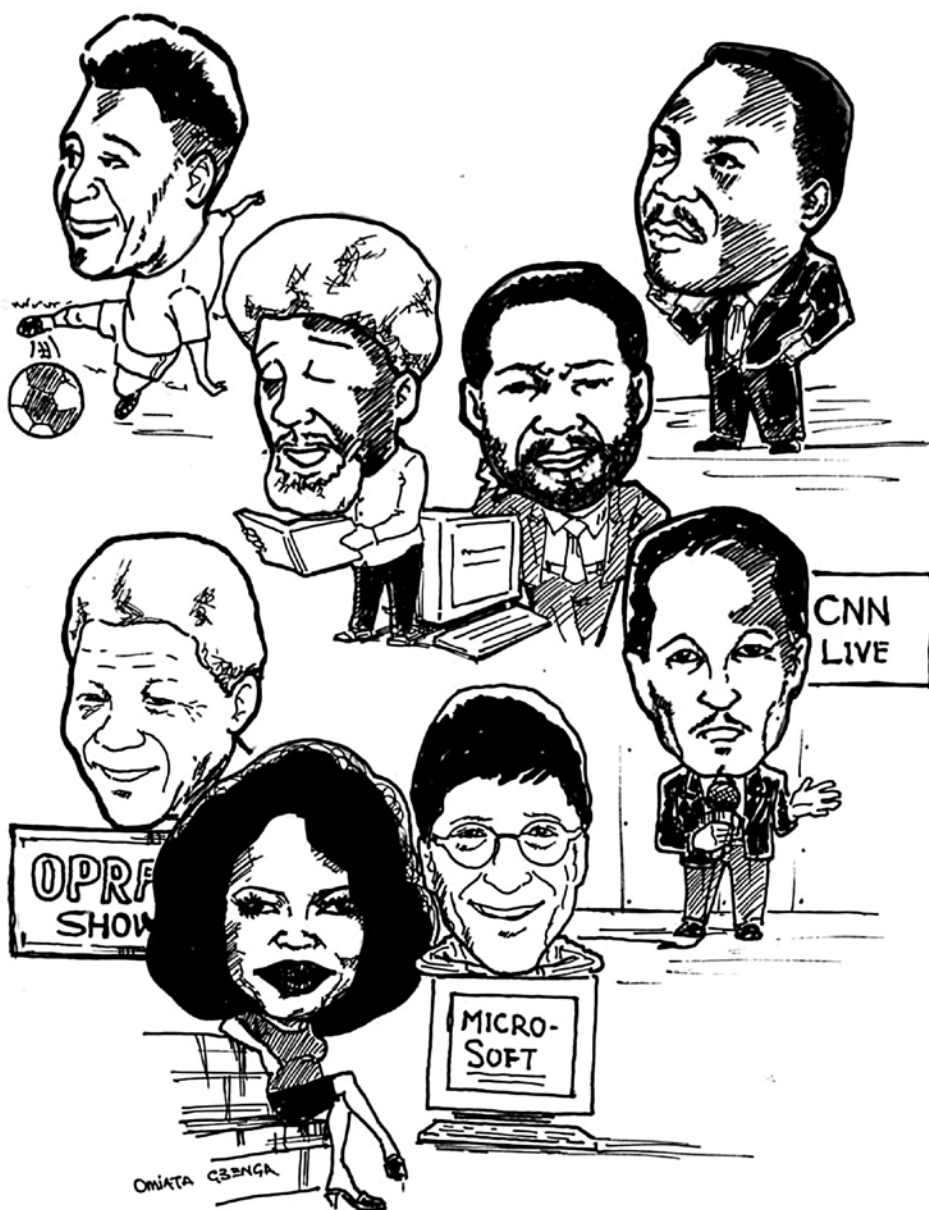
MARIO ANDRETTI

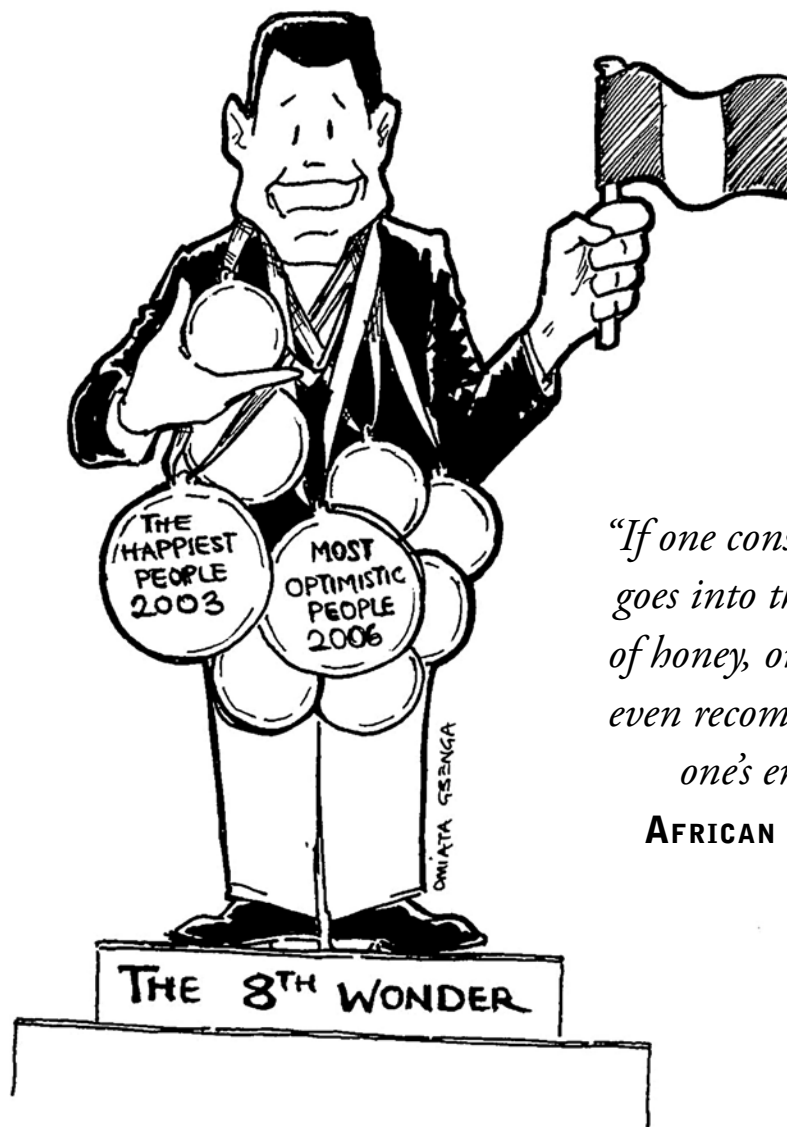
“It is time truly enlightened Nigerians woke up from their slumber of indifference, apathy and self emasculation.

“It is time they challenged the nation to attempt, for the first time, to rise to our fullest potential. It is time to recruit future leaders from among the nation’s best and brightest, to sell them to the Nigerian electorate and to serve notice...”

OKEY NDIBE

(The Guardian, 26 September 2006, p. 65)

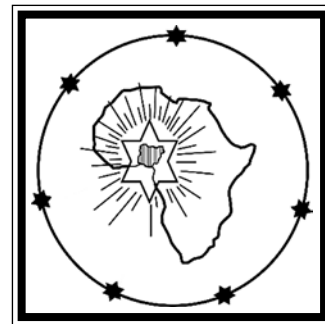




*"If one considers what
goes into the making
of honey, one will not
even recommend it to
one's enemy."*

AFRICAN PROVERB

Our Score Card



"You can only build as high as the foundation is strong."

AUTHOR UNKNOWN

"Prosperity will go to those who think differently. The countries that will prosper will most likely be many of the second – and third – world nations that are hungry and looking for an honest advantage."

ROBERT T. KIYOSAKI

"Experience shows that success is due less to ability than to zeal. The winner is he who gives himself to his work, body and soul."

CHARLES BUXTON

"We must never shy away from the challenges of developing one's country, no matter how difficult it is."

DONALD DUKE

(THE GUARDIAN, 1 NOVEMBER 2006, P.26)

*"The frown on
the face of a
he-goat does not
save it from be-
ing taken to the
market place for
sale."*

African Proverb

The 8TH WONDER SCORE CARD:
for the YEAR 2020



1.	The HAPPIEST and most OPTIMISTIC set of people in the world. We achieved this in 2003 and 2006 respectively
2.	The HEALTHIEST people in the world (i.e. highest life expectancy)
3.	The WEALTHIEST people in the world (i.e. the highest per capita income)
4.	The SMARTEST and most INFLUENTIAL set of people in the world
5.	The most GOD-FEARING people in the world (i.e. in character and integrity)
6.	The most CREATIVE and INNOVATIVE people in the world
7.	The most GENEROUS and COMPASSIONATE people in the world
8.	The greatest FOOTBALL PLAYERS in the world

“Anyone who
abuses the pig
for being filthy is
justified.”

African Proverb

Mark Twain once wrote, “*The best swordsman in the world doesn’t need to fear the second-best swordsman in the world. No, the person for him to be afraid of is some ignorant antagonist who has never had a sword in his hand before; he doesn’t do the thing he ought to do, and so the expert isn’t prepared for him; he does the thing he ought not to do, and often it catches the expert out and ends him on the spot.*”

This should be our attitude in defining who we are in the comity of nations as we build THE 8TH WONDER of the World.

“What you can do, or dream, you can begin it. Boldness has genius, power and magic in it. Only engage, and then the mind grows heated; begin it and the task will be completed.”

GOETHE

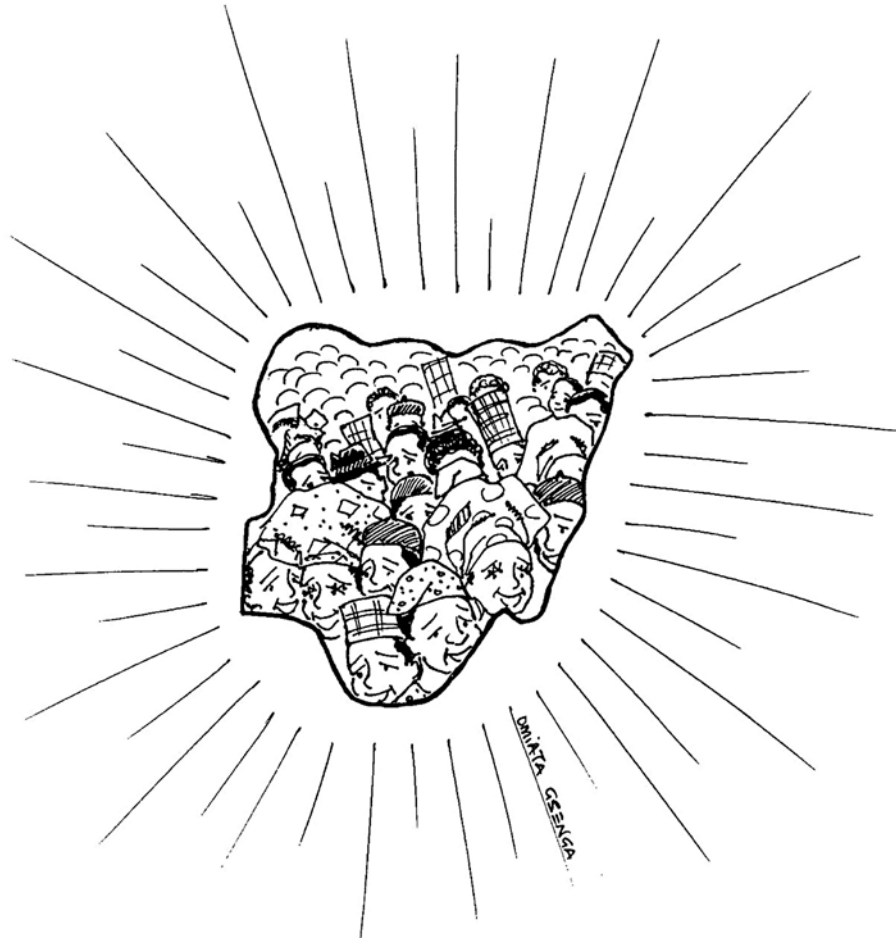
“Knowing when to roll up your sleeves and get your hands dirty requires a mindset that recognizes that there are no prizes for coming second. It demands the mental discipline to drive oneself beyond the normal limits of achievement so that building oneself and one’s country becomes the only thing that matters. WITH THIS MINDSET, NIGERIANS, we can make the difference. Believe in NIGERIA. Believe in yourself. Nigeria will be great again.”

FEDERAL MINISTRY OF INFORMATION & NATIONAL ORIENTATION
(*The Guardian*, 5 October 2006, p. 39)



*“A wise man
doesn’t test or
measure the
depth of a river
with his two feet
at once.”*

African Proverb



"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."

DR. MARTIN LUTHER KING JR.

Our Dream in a Tribute

"We create our future by what we dream today."

AUTHOR UNKNOWN

"The presence of anticipation immediately calls the thing to be manifest."

DR. JOHN F. AVANZINI

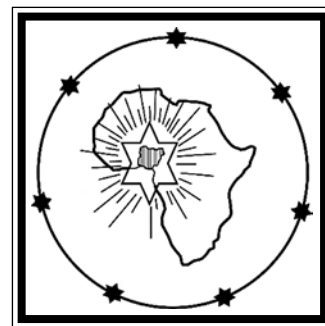
"When Alexander the Great had a vision (a dream) – and the vision had him – he conquered the world. When he lost the vision and dream he couldn't conquer a liquor bottle. When David had a vision, he conquered Goliath, when he lost his vision, he couldn't conquer his own lust."

ZIG ZIGLAR

"Everything worth doing was first considered impossible before it was done."

THE WRIGHT BROTHERS

I have written a tribute to a great role model of positive social change. His name is Dr. Martin Luther King, Jr. This tribute is an interplay of our desires, dreams and vision as a nation. It paints a very clear picture of our future. The purpose of the tribute is to connect us to our destiny and the spirit of a visionary leader - Dr. King.



*"When the ten-
der palm frond
first came out,
it had the ambi-
tion to touch the
sky."*

African Proverb



*"It is not the
length of a snake
that determines
how dangerous it
is, it is the ven-
om it carries."*

African Proverb

He once had a dream and because he had a dream we can also dare believe that dreams do in fact come true!

The tribute is as follows:

'Cause You Had a Dream, I (We)* Dare Believe!

Dr. King had a dream and now I (we) dare believe that dreams do indeed come true!

'Cause you had a dream
I (we) dare believe

a new chapter has opened in the history of mankind, a Tsunami has taken place in the scheme of events on planet earth. The rules of the game have changed and the goalpost has moved to effect that change.

I (we) dare believe
it's a new dispensation where the first shall be the last and the last the first, where the foolish things of the world will be used to confound the wisdom of this world!

I (we) dare believe
it's a new season of great change, where the weak things of this world will confound the mighty things and where the base things of this world and that which is despised will be selected for greatness!

I (we) dare believe
it's a new era where a way will be made in the wilderness of economic inequality and rivers made in the deserts of debts, corruption and poverty!

I (we) dare believe, cause you dared to dream!

'Cause you had a dream
I (we) dare believe
that the great new Nigeria of our dreams will become a
dream come true!

I (we) dare believe
that we will unlock the door of our destiny. And will enter
into our Promised Land and take a firm hold of our pos-
sessions.

I (we) dare believe
that our generation, our children's generation and genera-
tions to come will see, live, dwell and enjoy the great new
Nigeria of our dreams.

I (we) dare believe
that we are THE NAIGESE (9Gs) PHENOMENON in
the making who are also GLOBAL PLAYERS in the making.

I (we) dare believe, 'cause you dared to dream!

'Cause you had a dream
I (we) dare believe
that the Tivs and the Jukuns,
the indigenes and the settlers,
the Christians and the Moslems,
the north and the south
will one day stand together in unity as brothers and sisters
irrespective of our various differences, so much so that
our diversities will become our strength.

I (we) dare believe
that we will realise and develop our greatest resource, our



*“The sluggish
walking style of
the cat is
not a sign of
cowardice.”*

African Proverb



human potential, making the struggle over resource control – HISTORY!!!

I (we) dare believe
that the game of 419 which is against the run of play, will
be a thing of the past.
We will, instead, channel our resourcefulness into positive
and productive activities.
And we will continually score prolific goals with our
heads.

I (we) dare believe
that our passport will become a door opener creating
worldwide respect for us, the citizenry.

I (we) dare believe, 'cause you dared to dream!

'Cause you had a dream
I (we) dare believe
that for the law abiding citizen, an encounter with the Ni-
gerian policeman will be a wonderful one and not a night-
mare.

I (we) dare believe
that driving on our roads anywhere in the country will
cease to be a horrendous experience or a death trap but
will become a smooth pleasurable ride and an exciting ad-
venture.

I (we) dare believe
that we will become one of the least corrupt countries in
the world with zero tolerance for corruption.

*“It is difficult to
kill a rat, when
it is
sitting on top
of your precious
pot.”*

African Proverb

I (we) dare believe
 that we will have an aversion for dictatorship and sit-tight
 leadership in Nigeria.
 And as such we will quickly give red cards to all potential
 dictators and corrupt leaders.
 We will hastily send them packing off the field of play in
 the game of Nigerian politics.

I (we) dare believe, 'cause you dared to dream!

'Cause you had a dream
 I (we) dare believe
 that every Nigerian child born in the new millennium ir-
 respective of sex, age, religion or ethnic group will receive
 a quality education.

I (we) dare believe
 that a time will come when we won't have to bother about
 blackouts or generators (and all the attendant headaches).
 We will have blown the final whistle on blackouts in our
 country by having 24/7 uninterrupted electrical power
 supply.

I (we) dare believe
 that every child in our nation will be able to turn on the taps
 in his home and clean pipe borne water will gush out.

I (we) dare believe
 that the keg queues for a ticket of kerosene at our fuel sta-
 tions will be a scene from our past. Instead, every home
 will have access to pipe borne gas.

I (we) dare believe, 'cause you dared to dream!



*"A man stung by
 bees runs away
 from a
 housefly."*

African Proverb



*“The prosperity
of a single person
doesn't make a
town rich.”*

African Proverb

‘Cause you had a dream

I (we) dare believe

that we will score a permanent golden goal against the IMF
and the World Bank.

We will also live in and run an economy free of foreign
debts and loans.

I (we) dare believe

that Nigerians will come up with powerful breakthrough
ideas that will solve many problems for people all over the
global village. These ideas will create multiple streams of
income for us and, in the process, will make NAIGESE
(i.e. the new Nigerians) one of the wealthiest people in the
world.

We will also coach and train other nations showing them
how they can create wealth in their various societies.

I (we) dare believe

that oil revenue will cease to be our government's largest
source of income.

And one day in the nearest future, tourism will become our
nation's greatest source of revenue.

I (we) dare believe, 'cause you dared to dream!

‘Cause you had a dream,

I (we) dare believe

that every citizen in Nigeria will be able to afford a whole
chicken a day anytime they so desire (we won't worry about
bird flu since we know that it too will surely pass).

I (we) dare believe

that every citizen, on or before the age of twenty-five, will
own their own home.

I (we) dare believe
 that whatever kind of medical diagnosis, treatment or operation any Nigerian may need will be available right here in Nigeria.
 It will also be affordable.
 We will become some of the healthiest people in the world.

I (we) dare believe
 that a time will soon come that we will score a header goal into the net of the global village by designing, manufacturing, driving and exporting THE 8TH WONDER car - a Made-in-Naiga car!

I (we) dare believe, 'cause you dared to dream!

'Cause you had a dream
 I (we) dare believe
 in the future of Nigeria!

I (we) dare believe
 that we will be GREAT!

I (we) dare believe
 that we are each a living WONDER and together we will become a WONDER to behold!

I (we) dare believe
 we will score our GOALS on or before the year 2020 and keep the FIFA WORLD CUP TROPHY for good!

I (we) dare believe, 'cause you dared to dream!

'Cause you had a dream
 I (we) dare believe
 that the men of goodwill will rise to the occasion.



*“The hawk that
 picks a tortoise
 for
 dinner will sleep
 in hunger.”*

African Proverb



*“My face may
look like a hawk
but I do
not catch chick-
ens.”*

African Proverb

I (we) dare believe
that Nigerians will become patriotic citizens, loving and
serving our people and our nation.

I (we) dare believe
that we will stop whining, complaining, fault-finding and
grumbling but will exercise leadership where it is needed,
thereby taking up responsibility in our society. We will
learn to: Do something about it!

I (we) dare believe
that we are already 9Gs – Geniuses, Ground-breakers, G-
citizens and so much more. We will birth great football
players who will do the IMPOSSIBLE while playing their
game, epitomising the 9Gs and the WONDER factor! And
the whole world will see and wonder!

I (we) dare believe, 'cause you dared to dream!

'Cause you had a dream

I (we) dare believe
that we will be a force to reckon with in the game of inter-
national politics.

I (we) dare believe
that the global community will admire and respect us for
our ability to score goals in an uncommon way.

I (we) dare believe
that we will positively redefine everything and we mean
EVERYTHING!

I (we) dare believe
that we are THE 8TH WONDER of the World

I (we) dare believe that we are also
 GOD'S WONDERLAND
 GOD'S OWN WONDER
 GOD'S MASTERPIECE
 GOD'S SHOWPIECE
 GOD'S WONDER PIECE

THE WONDER OF WONDERS!!!

I (we) dare believe
 'Cause you dared to dream
 Thanks Dr. King
 For having a DREAM!!!



*“Whenever the
 hunter shoots the
 gun, monkeys
 don't wait for
 one another.”*

African Proverb



*“The best way to predict the future is to
create it.”*

AUTHOR UNKNOWN

*“You can take
advice from others
but you can’t
allow
others to decide
for you.”*

African Proverb



“No matter what obstacles confront us, I have confidence and faith in our ability to overcome them. After all, we are Nigerians! We are a resourceful and enterprising people, and we have it within us to make our country a better place.

We have the talent. We have the intelligence. We have the ability. The challenge is great. The goal is clear. The time is now.”

PRESIDENT UMARU MUSA YAR’ADUA
(*The Guardian*, 6 June 2007, p. 67)

*“When a hole
is in the ground
is to be covered,
the leaves lying
around it, are
fetched first.”*

African Proverb

**Welcome to
THE 8TH WONDER
of the World**

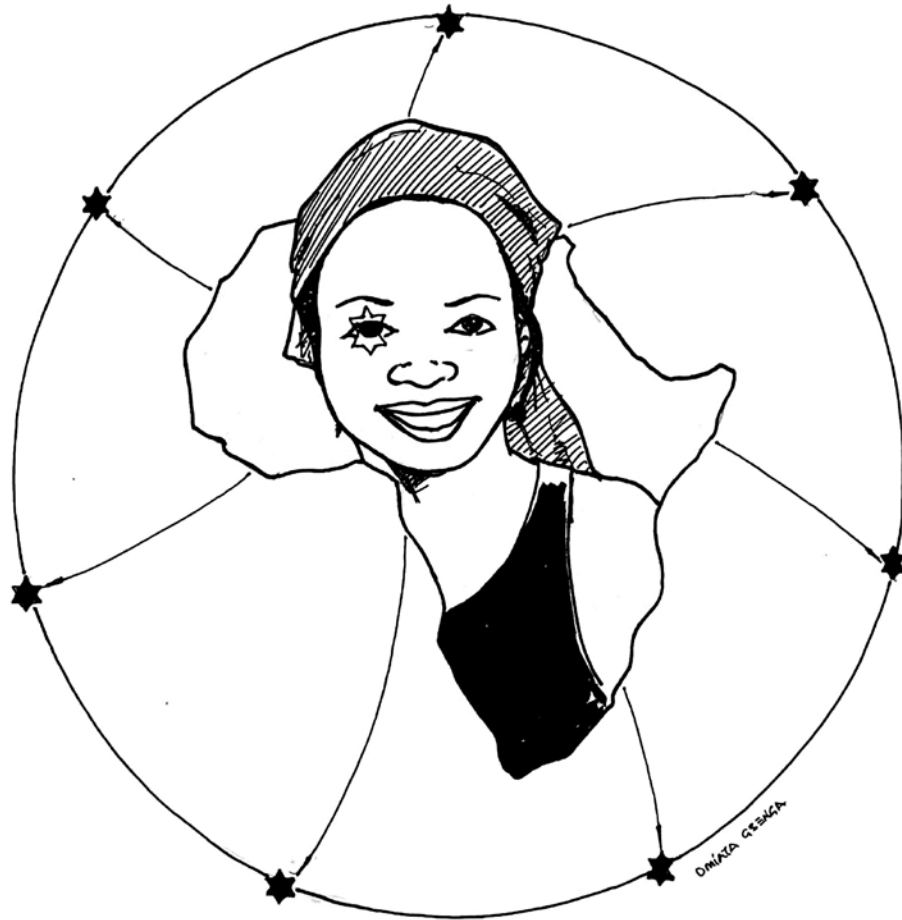
“The new Nigeria ahead of us, the new Nigeria we have to build together, is a society where everybody must feel at home. It must be a place we can all be happy, comfortable and confident to call our country. It is not enough for us to talk about how Nigeria can be great; it is our duty to make Nigeria great.

We can change Nigeria from our communities, cubicles and desks. The task to make Nigeria great is a task for everyone.”

PRESIDENT GOODLUCK EBELE JONATHAN
(Saturday Punch, 2 October 2010, p. 13)

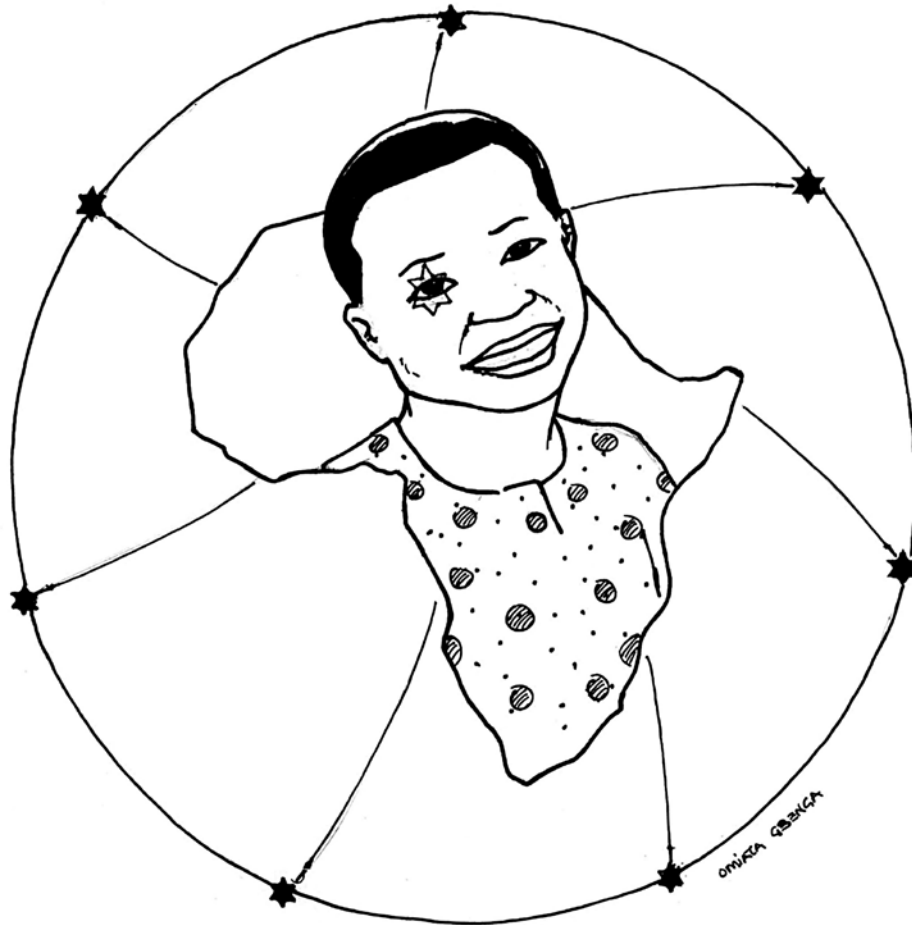


A Young Nigerian Girl



The New Nigerian
THE 8TH WONDER

A Young Nigerian Boy



The New Nigerian
THE 8TH WONDER

Fulani



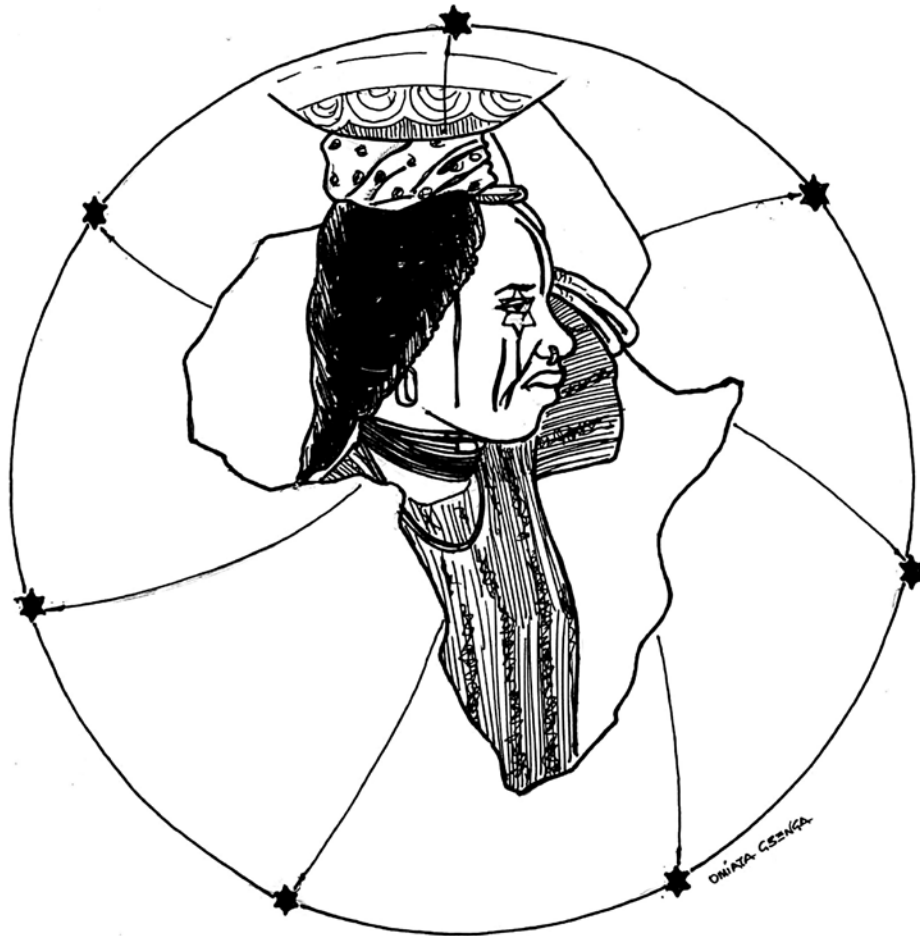
The New Nigerian
THE 8TH WONDER

Ijaw



The New Nigerian
THE 8TH WONDER

Kanuri



The New Nigerian
THE 8TH WONDER

Tiv



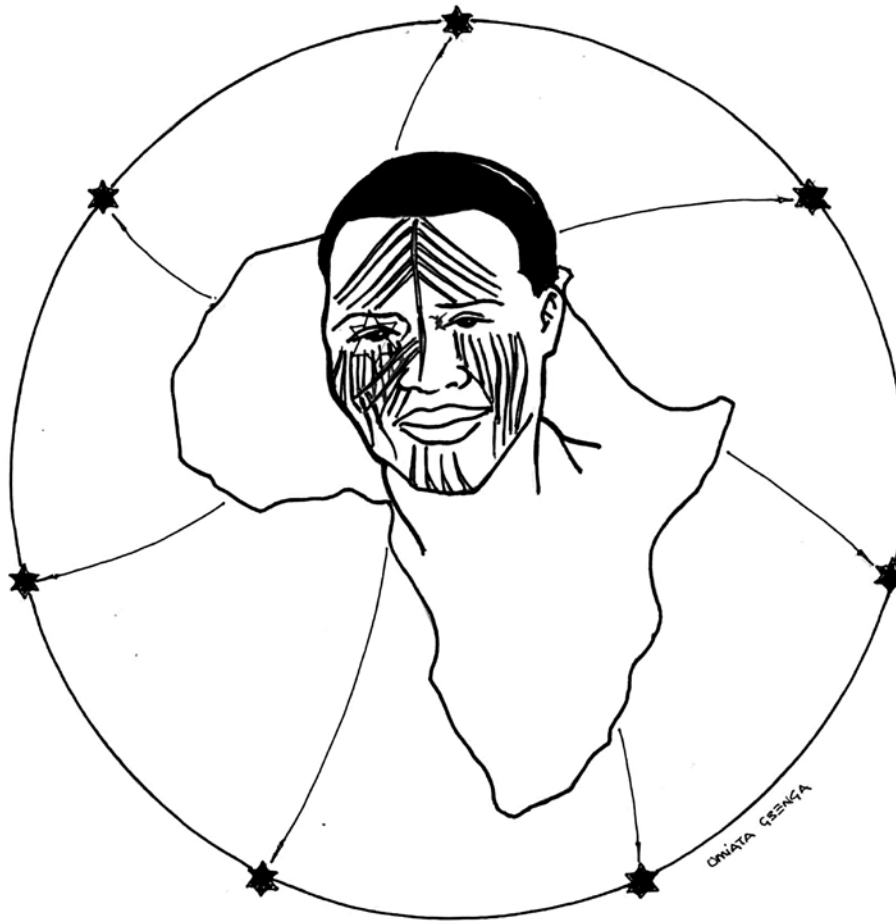
The New Nigerian
THE 8TH WONDER

Efik



The New Nigerian
THE 8TH WONDER

Waja



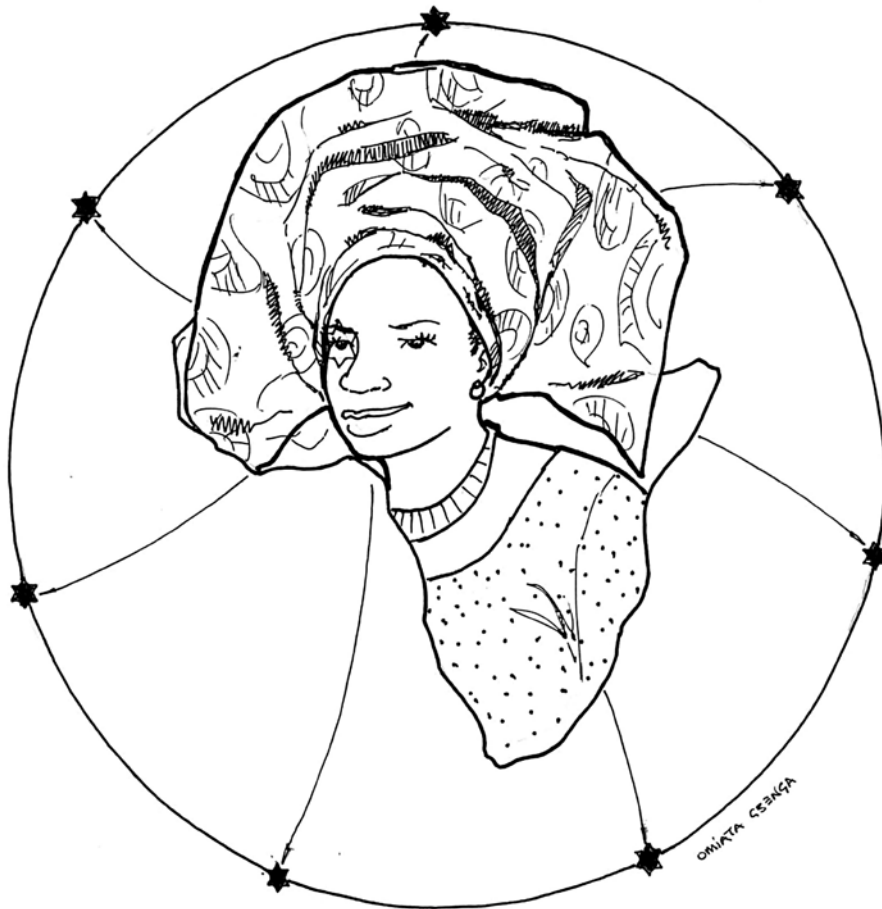
The New Nigerian
THE 8TH WONDER

Yoruba



The New Nigerian
THE 8TH WONDER

Yoruba



The New Nigerian
THE 8TH WONDER

Benin



The New Nigerian
THE 8TH WONDER

Benin



The New Nigerian
THE 8TH WONDER

Ibo



The New Nigerian
THE 8TH WONDER

Ibo



The New Nigerian
THE 8TH WONDER

Igbira



The New Nigerian
THE 8TH WONDER

Hausa



The New Nigerian
THE 8TH WONDER

Fulani



The New Nigerian
THE 8TH WONDER

Hausa



The New Nigerian
THE 8TH WONDER



God put the masterpiece of
THE 8TH WONDER
in the hearts of the citizens of
NIGERIA.

And He said to them,
GO, BUILD and WOW
the world!

*"A wrestling
contest can never
take place be-
tween the bat
and the
butterfly."*

African Proverb



So, what are we
waiting for?

*“The child sitting on the
father’s shoulders
does not appreciate the true
distance of the
journey.”*

African Proverb



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